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Audit Bureau of Circulations
900 North Meacham Road, Schaumburg, Illinois 60173-4968

FAS-FAX

United States and Canadian Periodicals

Circulation averages for six months ended December 31, 1988

Magazines,
Business Publications,
Farm Publications
and Religious Publications

Preliminary figures subject to audits as filed with the Audit Bureau of Circulations.

INFORMATION FOR THE USERS OF THIS REPORT

FAS-FAX for ABC Periodicals is divided into four sections: Magazines, Business Publications, Farm Publications and Religious Publications. Each section is color coded for easy identification and includes separate listings of U.S. and Canadian publications.

As in the case of all data filed with ABC, the figures are subject to confirmation by regularly scheduled audits. If there is a difference of 5% or more between the publisher's figures and the auditor's findings, then the comparison figures shown in FAS-FAX are adjusted to the auditor's findings. Additional detailed information for each listed publication is contained in its Publisher's Statement and Audit Report.

@ Indicates that the comparison figures have been adjusted to the auditor's findings.

"Publisher's Statement Not Filed By Press Time" indicates that the Publisher's Statement has not been filed prior to the closing date of this issue of FAS-FAX.

The Farm Publications section includes a state or province breakdown for each publication. These breakdowns report the combined paid circulation and qualified non-paid circulation by geographic area. This is followed by a similar breakdown of those demographic editions reported in the Publisher's Statements.

Business Publications reporting on the Optional Paid Circulation (Ivory) Form and Request and Paid Circulation (Gray) Form report an analysis of nonpaid circulation to field served.

Religious Publications reporting on the Congregation-Wide Plan are identified with a cross-hatch symbol.

ABC welcomes your comments and suggestions concerning this report.

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Source: Audit Bureau of Circulations,
FAS-FAX Report - December 31, 1988.

Audit Bureau
of Circulations

Magazines

United States & Canada

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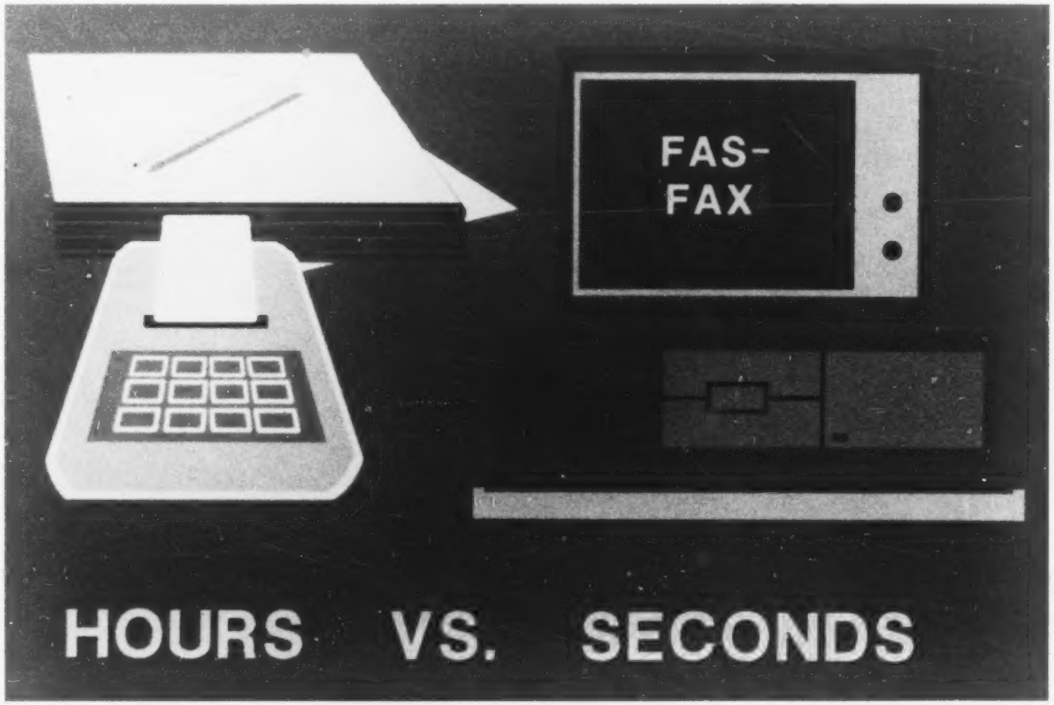

Audit Bureau
of Circulations

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
U.S.											
ADVENTURE ROAD	3	.50	1,484,143		1,484,143	1,523,806		1,523,806	-2.6		-2.6
AIR & SPACE/SMITHSONIAN	3	3.50	293,175	17,958	311,133	291,159	8,875	300,034	+0.7	+102.3	+3.7
AIR FORCE TIMES	26	1.75	79,965	12,011	91,976	80,339	9,211	89,550	-0.5	+30.4	+2.7
THE AOPA PILOT	6	2.00	275,332		275,332	257,651		257,651	+6.9		+6.9
ALASKA, THE MAGAZINE OF LIFE ON THE LAST FRONTIER	6	2.95	198,533	25,896	224,429	204,127	28,991	233,118	-2.7	-10.7	-3.7
ALFRED HITCHCOCK & ELLERY QUEEN MYSTERY MAGAZINES	7	2.00	425,362	40,084	465,446	386,361	43,544	429,905	+10.1	-7.9	+8.3
ALOHA, THE MAGAZINE OF HAWAII AND THE PACIFIC	3	3.95	49,337	8,667	58,004	48,092	11,204	59,296	+2.6	-22.6	-2.2
AMERICAN ARTIST	6	2.25	139,914	20,158	160,072	149,683	20,877	170,560	-6.5	-3.4	-6.1
AMERICAN DEMOGRAPHICS	6	5.00	28,967	935	29,902	25,020		25,020	+15.8		+19.5
AMERICAN FILM	5	2.50	94,750	12,975	107,725	116,876	13,154	130,030	-18.9	-1.4	-17.2
AMERICAN HANDGUNNER	3	2.95	88,934	56,074	145,008	84,833	47,338	132,171	+4.8	+18.5	+9.7
AMERICAN HEALTH-FITNESS OF BODY AND MIND	5	1.95	908,562	73,064	981,626	852,954	63,918	916,872	+6.5	+14.3	+7.1
AMERICAN HERITAGE	4	4.50	246,533	8,009	254,542	217,121	8,451	225,572	+13.5	-5.2	+12.8
THE AMERICAN HUNTER	6	2.00	1,359,307		1,359,307	1,327,471		1,327,471	+2.4		+2.4
THE AMERICAN LAWYER	5	15.00	18,114	125	18,239	18,137	114	18,251	-0.1	+9.6	-0.1
THE AMERICAN LEGION MAGAZINE	6	2.00	2,824,260		2,824,260	2,747,186		2,747,186	+2.8		+2.8
AMERICAN MOTORCYCLIST	6	1.25	128,968		128,968	121,880		121,880	+5.8		+5.8
AMERICAN PHOTOGRAPHER	6	2.50	220,657	23,417	244,074	215,337	35,283	250,620	+2.5	-33.6	-2.6
THE AMERICAN RIFLEMAN	6	2.00	1,358,967		1,358,967	1,361,341		1,361,341	-0.2		-0.2
AMERICAN SCIENTIST	3	4.75	118,204	894	119,098	122,988	1,194	124,182	-3.9	-25.1	-4.1
THE AMERICAN SPECTATOR	6	2.50	32,933	1,853	34,786	31,206	1,734	32,940	+5.5	+6.9	+5.6
AMERICANA		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88 SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 12/31/87 SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
AMIGA WORLD	6	3.95	40,121	52,184	92,305	34,858	52,824	87,682	+15.1	-1.2	+5.3
ANALOG & ISAAC ASIMOV'S SCIENCE FICTION MAGAZINES	7	2.00	150,013	27,661	177,674	144,986	28,323	173,309	+3.5	-2.3	+2.5
ARCHAEOLOGY MAGAZINE	3	3.95	108,077	12,021	120,098	97,397	7,749	105,146	+11.0	+55.1	+14.2
ARCHIE COMIC GROUP				1,330,078	1,330,078		2,457,517	2,457,517		-45.9	-45.9
ARCHITECTURAL DIGEST	12	4.50	537,792	118,991	656,783	561,236	105,720	666,956	-4.2	+12.6	-1.5
AREA MAGAZINE	6	2.50	238,874		238,874	231,806		231,806	+3.0		+3.0
ARKANSAS TIMES MAGAZINE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
ARMY TIMES	26	1.75	110,776	20,587	131,363	113,945	13,919	127,864	-2.8	+47.9	+2.7
ARMY TIMES, AIR FORCE TIMES, NAVY TIMES COMBINED STATEMENT	26	1.75	270,001	42,815	312,816	271,573	31,212	302,785	-0.6	+37.2	+3.3
ART & ANTIQUES	4	4.75	105,063	5,074	110,137	108,878	5,908	114,786	-3.5	-14.1	-4.1
ART IN AMERICA	6	4.75	55,632	12,656	68,288	49,409	10,614	60,023	+12.6	+19.2	+13.8
THE ARTIST'S MAGAZINE	6	2.25	186,991	25,825	212,816	177,119	23,722	200,841	+5.6	+8.9	+6.0
ARTNEWS	5	4.50	64,763	12,627	77,390	63,595	11,392	74,987	+1.8	+10.8	+3.2
ASTRONOMY	6	2.50	121,090	48,114	169,204	116,878	46,309	163,187	+3.6	+3.9	+3.7
ATLANTA MAGAZINE	6	1.95	54,083	8,396	62,479	51,802	7,385	59,187	+4.4	+13.7	+5.6
THE ATLANTIC	6	2.50	425,444	48,583	474,027	426,816	47,100	473,916	-0.3	+3.1	+0.0
AUDIO	6	2.50	104,432	35,783	140,215	105,552	44,233	149,785	-1.1	-19.1	-6.4
AUDUBON	3	3.00	428,156	8,040	436,196	429,637	6,799	436,636	-0.4	+18.3	-0.1
AUTOMOBILE	6	2.75	205,293	100,359	305,652	154,990	103,041	258,031	+32.5	-2.6	+18.5
AUTOWEEK		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
BACKPACKER		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
BALTIMORE MAGAZINE	6	1.95	47,719	7,507	55,226	46.510	7,392	53,902	+2.6	+1.6	+2.5
BARRON'S NATIONAL BUSINESS & FINANCIAL WEEKLY	26	2.00	132,113	109,971	242,084	150,744	138,333	289,077	-12.4	-20.5	-16.3
BASEBALL DIGEST	6	1.95	301,901	18,810	320,711	265,820	21,689	287,509	+13.6	-13.3	+11.5

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
BASSIN'	3	1.95	199,541	28,967	228,508	234,240	25,225	259,465	-14.8	+14.8	-11.9
BASSMASTER MAGAZINE	4	2.95	497,925	7,970	505,895	518,467	12,290	530,757	-4.0	-35.2	-4.7
BEAUTY DIGEST		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
BETTER HOMES AND GARDENS	6	1.50	7,496,750	646,333	8,143,083	7,392,159	620,500	8,012,659	+1.4	+4.2	+1.6
BMX PLUS'	6	2.75	30,479	47,355	77,834	32,059	74,054	106,113	-4.9	-36.1	-26.6
BICYCLING	5	2.50	216,605	95,767	312,372	181,897	94,537	276,434	+19.1	+1.3	+13.0
BILL MAZEROSKI'S BASEBALL (1988 EDITION)	1	4.50		201,250	201,250		207,864	207,864@		-3.2	-3.2
BIRD TALK	6	2.50	124,478	28,859	153,337	99,377	23,757	123,134	+25.3	+21.5	+24.5
BLACK ENTERPRISE	6	1.95	218,352	13,966	232,318	223,554	13,266	236,820	-2.3	+5.3	-1.9
THE BLOOD-HORSE	27	2.25	20,300	806	21,106	20,754	1,125	21,879	-2.2	-28.4	-3.5
BOATING	6	2.95	148,963	49,750	198,713	143,727	48,700	192,427	+3.6	+2.2	+3.3
BON APPETIT	6	2.50	1,242,753	101,297	1,344,050	1,221,194	102,740	1,323,934	+1.8	-1.4	+1.5
BOP	6	2.25	24,362	173,371	197,733	18,029	181,365	199,394	+35.1	-4.4	-0.8
BOSTON MAGAZINE	6	2.50	101,766	28,974	130,740	99,241	30,220	129,461	+2.5	-4.1	+1.0
BOWLING DIGEST	3	2.50	105,366	5,060	110,426	81,006	6,090	87,096	+30.1	-16.9	+26.8
BOYS' LIFE	6	1.50	1,392,535		1,392,535	1,344,521		1,344,521	+3.6		+3.6
BRIDES	3	4.00	40,279	346,973	387,252	47,412	323,607	371,019	-15.0	+7.2	+4.4
BUENHOGAR		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
BUSINESS FORMS & SYSTEMS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
BUSINESS WEEK (INTERNATIONAL)	26	1.75	81,505	14,746	96,251	82,946	13,902	96,848	-1.7	+6.1	-0.6
BUSINESS WEEK (NORTH AMERICA)	26	2.00	841,099	38,235	879,334	816,968	40,990	857,958	+3.0	-6.7	+2.5
BUSINESS WEEK (WORLD WIDE)	26		922,604	52,981	975,585	899,914	54,892	954,806	+2.5	-3.5	+2.2
BUTTERICK HOME CATALOG	2	2.00	204,666	68,511	273,177	112,318	95,804	208,122	+82.2	-28.5	+31.3
BYTE MAGAZINE	6	3.50	309,758	125,594	435,352	290,558	127,453	418,011	+6.6	-1.5	+4.1
CALIFORNIA CITY GROUP	6		366,299	65,074	431,373	372,197	63,762	435,959	-1.6	+2.1	-1.1

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
CALIFORNIA JOURNAL	6	3.50	16,684	1,294	17,978	16,517	848	17,365	+1.0	+52.6	+3.5
CALIFORNIA MAGAZINE	6	2.00	348,451	14,522	362,973	345,857	15,087	360,944	+0.8	-3.7	+0.6
CAPITAL REGION	6	1.75	33,900	1,248	35,148						
CAPPER'S	13	.75	393,391		393,391	377,673		377,673	+4.2		+4.2
CAR AND DRIVER	6	2.75	714,515	220,800	935,315	696,042	222,466	918,508	+2.7	-0.7	+1.8
CAR CRAFT	6	2.25	243,214	173,017	416,231	218,877	189,206	408,083	+11.1	-8.6	+2.0
CAROLINA COUNTRY	6		347,033		347,033	333,560		333,560	+4.0		+4.0
CARS & PARTS	6	2.50	71,069	32,801	103,870	72,318	33,793	106,111	-1.7	-2.9	-2.1
CAT FANCY	6	2.25	234,502	33,683	268,185	207,898	29,630	237,528	+12.8	+13.7	+12.9
CATHOLIC DIGEST	6	1.50	547,932	44,957	592,889	555,127	44,959	600,086	-1.3	+0.0	-1.2
CATS MAGAZINE	6	2.50	144,893	4,421	149,314	135,204	2,839	138,043	+7.2	+55.7	+8.2
CHANGING TIMES, THE KIPLINGER MAGAZINE	6	2.50	1,006,904	33,773	1,040,677	1,337,199	35,668	1,372,867	-24.7	-5.3	-24.2
CHERI	6	4.25		183,513	183,513		210,552	210,552		-12.8	-12.8
CHICAGO	6	1.95	178,100	26,128	204,228	178,055	26,007	204,062	+0.0	+0.5	+0.1
THE CHRONICLE OF HIGHER EDUCATION	22	2.00	82,328		82,328	79,053		79,053	+4.1		+4.1
THE CHRONICLE OF THE HORSE	27	1.25	22,212	335	22,547	21,342	314	21,656	+4.1	+6.7	+4.1
CIRCUS MAGAZINE	6	2.95	37,061	228.267	265,328	27,202	236,548	263,750	+36.2	-3.5	+0.6
CLEVELAND MAGAZINE	6	1.95	32,071	8,389	40,460	33,115	7,456	40,571	-3.2	+12.5	-0.3
CLUB	7	4.50	4,135	396,057	400,192	3,985	359,570	363,555	+3.8	+10.1	+10.1
CLUB INTERNATIONAL	6	4.25	722	149,371	150,093	807	125,403	126,210	-10.5	+19.1	+18.9
COLONIAL HOMES	3	3.00	412,396	214,900	627,296	421,860	200,067	621,927	-2.2	+7.4	+0.9
COLORADO HOMES & LIFESTYLES	3	2.50	9,718	5,722	15,440	9,560	6,960	16,520	+1.7	-17.8	-6.5
COLUMBIA JOURNALISM REVIEW	3	3.00	26,360	2,410	28,770						
COLUMBUS MONTHLY	6	1.75	30,190	4,619	34,809	29,878	4,453	34,331	+1.0	+3.7	+1.4

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
COMMERCE MAGAZINE	6	3.00	7,922	72	7,994	7,753	92	7,845	+2.2	-21.7	+1.9
COMPUTE!	6	2.95	230,951	40,144	271,095	198,143	62,091	260,234	+16.6	-35.3	+4.2
COMPUTE!'S GAZETTE	6	2.95	178,471	50,781	229,252	148,185	77,275	225,460	+20.4	-34.3	+1.7
COMPUTER LANGUAGE	6	3.50	41,119	12,775	53,894	36,879	14,783	51,662	+11.5	-13.6	+4.3
COMPUTER SHOPPER	6	2.95	107,281	141,859	249,140	99,524	119,511	219,035	+7.8	+18.7	+13.7
THE CONDE NAST LTD.	6		3,102,472	1,583,028	4,685,500	3,232,761	1,611,618	4,844,379	-4.0	-1.8	-3.3
THE CONDE NAST PACKAGE OF WOMEN			2,123,734	4,169,051	6,292,785	2,034,408	4,313,567	6,347,975	+4.4	-3.4	-0.9
CONDE NAST TRAVELER	6	2.50	720,339	33,042	753,381	824,717	28,773	853,490	-12.7	+14.8	-11.7
CONNECTICUT MAGAZINE	6	2.50	82,879	6,148	89,027	84,857	6,154	91,011	-2.3	-0.1	-2.2
CONNOISSEUR	6	3.00	314,943	19,199	334,142	297,515	19,467	316,982	+5.9	-1.4	+5.4
CONSUMERS DIGEST		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
COOK'S	5	3.00	172,113	53,531	225,644	152,807	48,536	201,343	+12.6	+10.3	+12.1
COOKING LIGHT	3	2.25	503,044	81,544	584,588	479,231	76,838	556,069	+5.0	+6.1	+5.1
COSMOPOLITAN	6	2.50	417,873	2,342,137	2,760,010	356,898	2,571,753	2,928,651	+17.1	-8.9	-5.8
COSMOPOLITAN EN ESPANOL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
COUNTRY HOME	3	2.95	675,178	297,000	972,178	615,101	269,333	884,434	+9.8	+10.3	+9.9
COUNTRY JOURNAL	6	1.95	306,452	18,713	325,165	340,223	26,394	366,617	-9.9	-29.1	-11.3
COUNTRY LIVING	6	1.95	1,144,051	689,765	1,833,816	1,092,881	609,150	1,702,031	+4.7	+13.2	+7.7
COUNTRY LIVING (OHIO)	6		207,974		207,974	204,361		204,361	+1.8		+1.8
COUNTRY MUSIC	3	2.50	430,480	9,129	439,609	396,602	6,329	402,931	+8.5	+44.2	+9.1
CRAFTS	6	1.95	253,318	147,278	400,596	272,552	158,915	431,467	-7.1	-7.3	-7.2
CRAFTS 'N THINGS	4	1.95	224,315	85,713	310,028	230,993	67,985	298,978	-2.9	+26.1	+3.7
CREATIVE IDEAS FOR LIVING		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
CRUISE TRAVEL	3	2.50	145,654	7,767	153,421	140,310	7,243	147,553	+3.8	+7.2	+4.0
CRUISING WORLD	6	2.50	101,888	29,219	131,107	96,639	30,434	127,073	+5.4	-4.0	+3.2

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
CYCLE	6	2.00	255,434	75,832	331,266	265,988	84,067	350,055	-4.0	-9.8	-5.4
CYCLE WORLD	6	2.00	200,485	70,950	271,435	193,501	77,117	270,618	+3.6	-8.0	+0.3
CYCLIST	5	2.50	65,583	38,912	104,495	37,696	43,979	81,675	+74.0	-11.5	+27.9
D MAGAZINE (DALLAS/FT. WORTH)	6	2.50	95,186	11,776	106,962	79,256	13,925	93,181	+20.1	-15.4	+14.8
DARKROOM & CREATIVE CAMERA TECHNIQUES	3	3.95	35,364	9,078	44,442	34,480	9,140	43,620	+2.6	-0.7	+1.9
DAYTIME TV	6	2.00		115,757	115,757		157,235	157,235		-26.4	-26.4
DAYTIME TV PRESENTS	3	2.50		90,868	90,868		105,919	105,919		-14.2	-14.2
DECORATING REMODELING	6	1.95	212,915	354,424	567,339	108,805	435,198	544,003	+95.7	-18.6	+4.3
DELAWARE TODAY	6	2.50	20,272	3,289	23,561	16,791	4,304	21,095	+20.7	-23.6	+11.7
DELL PUZZLE MAGAZINE GROUP			143,231	1,979,168	2,122,399						
DENVER MAGAZINE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
DETROIT MONTHLY	6	1.95	90,820	7,713	98,533	71,507	7,404	78,911	+27.0	+4.2	+24.9
DICK VITALE'S BASKETBALL (1988 EDITION)	1	4.50		203,069	203,069		215,051	215,051		-5.6	-5.6
DIGITAL AUDIO'S CD REVIEW	6	2.95	54,747	32,439	87,186	51,778	35,513	87,291	+5.7	-8.7	-0.1
DIRT BIKE	6	2.50	38,016	89,525	127,541	39,927	90,337	130,264	-4.8	-0.9	-2.1
DIRT RIDER	6	2.00	103,756	53,669	157,425	94,265	58,250	152,515	+10.1	-7.9	+3.2
DIRT WHEELS	6	2.50	24,380	52,224	76,604	30,728	57,904	88,632	-20.7	-9.8	-13.6
DISCOVER	6	2.50	855,034	175,194	1,030,228	912,091	181,868	1,093,959	-6.3	-3.7	-5.8
DISCOVERY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
DR. DOBB'S JOURNAL OF SOFTWARE TOOLS	6	2.95	46,845	20,260	67,105	40,577	15,673	56,250	+15.4	+29.3	+19.3
DOG FANCY	6	2.25	136,094	21,977	158,071	115,299	20,021	135,320	+18.0	+9.8	+16.8
DOG WORLD		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
DON HEINRICH'S PRO PREVIEW (1988 EDITION)	1	4.50		223,856	223,856		232,418	232,418		-3.7	-3.7

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88 SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 12/31/87 SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
DUNE BUGGIES AND HOT VWS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
EARLY AMERICAN LIFE	3	2.95	259,409	41,036	300,445	277,335	48,753	326,088	-6.5	-15.8	-7.9
EASYRIDERS	6	2.95	101,899	234,750	336,649	72,437	223,338	295,775	+40.7	+5.1	+13.8
EBONY			PUBLISHER'S STATEMENT NOT APPROVED FOR RELEASE								
THE ECONOMIST (NORTH AMERICAN EDITION)	26	3.00	132,416	12,027	144,443	121,721	10,978	132,699	+8.8	+9.6	+8.9
EDUCATION WEEK	16	2.00	47,270		47,270	42,355		42,355	+11.6		+11.6
80 MICRO			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
THE ELKS MAGAZINE	5	.50	1,526,010		1,526,010	1,548,332		1,548,332	-1.4		-1.4
ELLE	6	2.75	300,177	526,700	826,877	310,454	540,698	851,152	-3.3	-2.6	-2.9
ENDLESS VACATION	3	4.00	635,629	3,261	638,890	565,949	5,996	571,945	+12.3	-45.6	+11.7
ENTREPRENEUR MAGAZINE	6	2.95	181,700	88,609	270,309	126,567	67,337	193,904	+43.6	+31.6	+39.4
EQUUS	6	2.50	103,907	7,720	111,627	98,460	9,929	108,389	+5.5	-22.2	+3.0
ESQUIRE	6	2.50	634,537	119,193	753,730	587,723	117,555	705,278	+8.0	+1.4	+6.9
ESSENCE	6	1.50	617,884	232,123	850,007	615,824	186,487	802,311	+0.3	+24.5	+5.9
EUROPE MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
EUROPEAN TRAVEL & LIFE	5	2.50	241,916	46,426	288,342	177,860	43,825	221,685	+36.0	+5.9	+30.1
FAMILY CIRCLE	8	1.09	1,545,872	4,376,658	5,922,530	1,146,591	4,626,893	5,773,484	+34.8	-5.4	+2.6
THE FAMILY HANDYMAN	4	1.95	1,211,100	49,273	1,260,373	1,162,034	45,720	1,207,754	+4.2	+7.8	+4.4
FEDERAL TIMES	26	1.25	29,903	1,258	31,161	29,712	1,265	30,977	+0.6	-0.6	+0.6
FIELD & STREAM	6	1.95	1,931,929	100,091	2,032,020	1,897,948	106,517	2,004,465	+1.8	-6.0	+1.4
FINANCIAL WORLD	13	3.00	299,528	3,788	303,316	231,902	4,997	236,899	+29.2	-24.2	+28.0
FINE HOMEBUILDING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FINE TUNING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FINS AND FEATHERS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FIREHOUSE	6	2.75	107,776		107,776	110,623		110,623	-2.6		-2.6

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
FISHING AND HUNTING NEWS	25	1.25	128,443	8,007	136,450	128,758	9,007	137,765	-0.2	-11.1	-1.0
FISHING FACTS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FISHING WORLD	3	1.50	298,102	9,733	307,835	337,084	8,130	345,214	-11.6	+19.7	-10.8
FLORIDA HOME & GARDEN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FLORIDA SPORTSMAN	6	1.95	68,151	32,052	100,203	66,619	33,506	100,125	+2.3	-4.3	+0.1
FLOWER & GARDEN MAGAZINE	3	2.00	581,112	11,333	592,445	623,223	11,288	634,511	-6.8	+0.4	-6.6
FLY FISHERMAN	3	3.50	112,001	33,292	145,293	113,195	30,952	144,147	-1.1	+7.6	+0.8
FLYING	6	2.50	251,962	68,817	320,779	261,092	69,717	330,809	-3.5	-1.3	-3.0
FLYING MODELS	6	2.50	10,590	14,862	25,452	10,373	13,062	23,435@	+2.1	+13.8	+8.6
FOOD & WINE	6	2.50	755,507	42,859	798,366	698,883	35,051	733,934	+8.1	+22.3	+8.8
FOOTBALL DIGEST	5	1.95	187,562	10,190	197,752	166,804	12,243	179,047	+12.4	-16.8	+10.4
FORBES	14	3.75	703,188	38,543	741,731	696,001	44,306	740,307	+1.0	-13.0	+0.2
FOREIGN AFFAIRS	2	6.95	86,997	12,538	99,535	82,337	12,258	94,595	+5.7	+2.3	+5.2
FORTUNE (INTERNATIONAL)	14		101,051	10,280	111,331	99,972	9,313	109,285	+1.1	+10.4	+1.9
FORTUNE (NORTH AMERICA)	14	3.50	616,561	42,055	658,616	616,949	39,338	656,287	-0.1	+6.9	+0.4
FORTUNE (WORLDWIDE)	14		717,611	52,336	769,947	716,920	48,652	765,572	+0.1	+7.6	+0.6
FOUR WHEELER	6	2.50	178,333	138,608	316,941	151,851	125,861	277,712	+17.4	+10.1	+14.1
FREQUENT FLYER MAGAZINE-PART II OF THE POCKET FLIGHT GUIDES	6		350,323		350,323	343,922		343,922	+1.9		+1.9
FULL CRY	6	1.50	32,828	178	33,006	33,748	207	33,955	-2.7	-14.0	-2.8
FUR-FISH-GAME	6	1.50	117,043	31,683	148,726						
GALLERY MAGAZINE	6	3.95	31,056	347,622	378,678	32,168	368,661	400,829	-3.5	-5.7	-5.5
GAME & FISH MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
GAMES	3	2.00	632,374	83,897	716,271	548,993	82,649	631,642	+15.2	+1.5	+13.4
'GBH/THE MEMBERS' MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
GENTLEMEN'S QUARTERLY	6	3.00	296,809	373,114	669,923	305,709	381,133	686,842	-2.9	-2.1	-2.5
GEOMUNDO	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
GLAMOUR	6	1.95	723,527	1,466,500	2,190,027	684,271	1,626,699	2,310,970	+5.7	-9.8	-5.2
GLOBE	26	.75	53,425	1,472,320	1,525,745	60,176	1,542,547	1,602,723	-11.2	-4.6	-4.8
GOLF DIGEST	6	2.50	1,187,176	127,258	1,314,434	1,117,728	121,372	1,239,100	+6.2	+4.8	+6.1
GOLF ILLUSTRATED	5	1.95	341,887	30,199	372,086	234,059	31,590	265,649	+46.1	-4.4	+40.1
GOLF MAGAZINE	6	2.50	833,038	104,194	937,232	808,127	104,030	912,157	+3.1	+0.2	+2.7
GOLF WORLD MAGAZINE	17	1.00	113,212		113,212	104,438		104,438	+8.4		+8.4
GOOD FOOD	6	1.00	394,891	279,601	674,492	459,071	326,163	785,234	-14.0	-14.3	-14.1
GOOD HOUSEKEEPING	6	1.95	3,603,201	1,613,946	5,217,147	3,521,736	1,680,790	5,202,526	+2.3	-4.0	+0.3
GOURMET	6	2.50	698,354	107,950	806,304	719,576	119,666	839,242	-2.9	-9.8	-3.9
GREAT LAKES FISHERMAN	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
GRIT	26	.75	480,814	39,205	520,019	493,659	59,344	553,003	-2.6	-33.9	-6.0
GUIDEPOSTS	6	.95	4,258,806		4,258,806	4,290,882		4,290,882	-0.7		-0.7
GUITAR FOR THE PRACTICING MUSICIAN	6	2.95	49,104	103,479	152,583	42,153	88,985	131,138	+16.5	+16.3	+16.4
GUN DOG	3	3.50	56,548	258	56,806	59,845	999	60,844	-5.5	-74.2	-6.6
GUNS & AMMO	6	2.50	418,884	163,278	582,162	376,687	153,856	530,543	+11.2	+6.1	+9.7
GUNS MAGAZINE	6	2.25	105,065	45,632	150,697	71,275	29,876	101,151	+47.4	+52.7	+49.0
HADASSAH MAGAZINE	5	2.50	264,372		264,372	271,929		271,929	-2.8		-2.8
HARPER'S BAZAAR	6	2.50	384,441	368,821	753,262	352,910	407,859	760,769	+8.9	-9.6	-1.0
HARPER'S BAZAAR EN ESPANOL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
HARPER'S MAGAZINE	6	2.00	152,721	34,379	187,100	152,473	33,619	186,092	+0.2	+2.3	+0.5
HARROWSMITH-(U.S. EDITION)	3	2.95	198,977	14,055	213,032	189,752	12,403	202,155	+4.9	+13.3	+5.4
HARVARD BUSINESS REVIEW	3	8.50	197,400	6,706	204,106	209,982	5,445	215,427	-6.0	+23.2	-5.3
HEALTH	6	2.25	1,019,036	7,128	1,026,164	1,015,351	10,000	1,025,351	+0.4	-28.7	+0.1

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
THE HEARST GOLD BUY			2,834,146	1,087,419	3,921,565	2,685,986	1,111,634	3,797,620	+5.5	-2.2	+3.3
HEARST HOME BUY			2,196,983	1,154,874	3,351,857	2,112,325	1,049,772	3,162,097	+4.0	+10.0	+6.0
HEARST MAN POWER	6		2,478,685	466,315	2,945,000	2,389,848	460,160	2,850,008	+3.7	+1.3	+3.3
HEARST WOMAN POWER	6		8,692,035	5,822,689	14,514,724	8,532,867	6,149,849	14,682,716	+1.9	-5.3	-1.1
HIGH FIDELITY	6	2.50	307,074	20,174	327,248	260,626	20,558	281,184	+17.8	-1.9	+16.4
HIGH SOCIETY	6	4.25		230,147	230,147		256,342	256,342		-10.2	-10.2
HIGH TECHNOLOGY BUSINESS	6	5.00	127,459	5,192	132,651	169,789	13,471	183,260	-24.9	-61.5	-27.6
HIPPOCRATES, THE MAGAZINE OF HEALTH & MEDICINE	3	3.00	313,383	19,805	333,188	273,505	8,988	282,493	+14.6	+120.3	+17.9
HISTORIC PRESERVATION	3	2.50	193,081	1,965	195,046	174,679	2,213	176,892	+10.5	-11.2	+10.3
HIT PARADER	6	2.50		161,660	161,660		157,970	157,970		+2.3	+2.3
HOMBRE DE MUNDO			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
HOME & AWAY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
HOME MAGAZINE	6	1.95	793,943	129,550	923,493	762,622	146,813	909,435	+4.1	-11.8	+1.5
HOME MECHANIX	6	1.75	1,161,380	68,347	1,229,727	1,126,527	75,317	1,201,844	+3.1	-9.3	+2.3
HOME OFFICE COMPUTING	6	2.95	398,634	35,931	434,565	384,739	52,266	437,005	+3.6	-31.3	-0.6
HOMEOWNER	5	1.95	703,499	20,518	724,017	685,087	20,647	705,734	+2.7	-0.6	+2.6
HONOLULU	6	2.00	31,719	3,037	34,756	30,852	4,513	35,365	+2.8	-32.7	-1.7
HORSE & RIDER	6	2.25	65,177	17,716	82,893	69,225	16,271	85,496	-5.8	+8.9	-3.0
HORSE ILLUSTRATED	6	2.25	81,510	20,457	101,967	61,143	19,580	80,723	+33.3	+4.5	+26.3
HORSEMAN	6	2.00	132,409	6,067	138,476	131,849	13,348	145,197	+0.4	-54.5	-4.6
HORSEPLAY	6	2.95	34,658	2,847	37,505	37,604	3,048	40,652	-7.8	-6.6	-7.7
HORTICULTURE, THE MAGAZINE OF AMERICAN GARDENING	6	2.50	206,657	15,924	222,581	184,437	11,084	195,521	+12.0	+43.7	+13.8
HOT ROD	6	2.50	622,930	261,739	884,669	589,071	269,165	858,236	+5.7	-2.8	+3.1
HOUNDS & HUNTING	6	1.75	9,437	6	9,443	9,690	7	9,697	-2.6	-14.3	-2.6

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
HOUSE & GARDEN	6	4.00	519,359	81,753	601,112	530,478	92,771	623,249	-2.1	-11.9	-3.6
HOUSE BEAUTIFUL	6	1.95	640,536	250,209	890,745	597,584	240,555	838,139	+7.2	+4.0	+6.3
HOUSTON METROPOLITAN MAGAZINE	6	1.95	81,250	6,147	87,397	83,547	7,070	90,617	-2.7	-13.1	-3.6
HUDSON VALLEY	6	1.95	19,406	2,857	22,263	17,784	4,164	21,948	+9.1	-31.4	+1.4
IDEAS PARA SU HOGAR		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
ILLINOIS RURAL ELECTRIC NEWS	6	.25	134,844		134,844	140,129		140,129	-3.8		-3.8
IN FASHION	5	1.95	42,406	187,631	230,037	27,393	200,775	228,168	+54.8	-6.5	+0.8
IN FISHERMAN	3	2.95	152,572	94,536	247,108	129,376	96,040	225,416	+17.9	-1.6	+9.6
INCIDER	6	2.95	91,754	25,327	117,081	94,168	28,263	122,431	-2.6	-10.4	-4.4
INC.	6	3.00	596,846	42,703	639,549	595,777	38,526	634,303	+0.2	+10.8	+0.8
INDIANAPOLIS MONTHLY	6	1.95	36,670	6,816	43,486	35,394	6,709	42,103	+3.6	+1.6	+3.3
INSIDE SPORTS	6	2.50	356,761	188,534	545,295	284,949	188,331	473,280	+25.2	+0.1	+15.2
INSTRUCTOR MAGAZINE	4	2.50	276,653	98	276,751	259,857	39	259,896	+6.5	+151.3	+6.5
INTERNATIONAL COMBAT ARMS	3	2.95	32,909	94,395	127,304	31,695	105,661	137,356	+3.8	-10.7	-7.3
INTERVIEW MAGAZINE	6	2.50	85,518	66,142	151,660	90,668	69,763	160,431	-5.7	-5.2	-5.5
IRELAND OF THE WELCOMES		UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE									
ISLANDS	3	3.95	118,625	27,304	145,929	102,455	23,373	125,828	+15.8	+16.8	+16.0
JET		PUBLISHER'S STATEMENT NOT APPROVED FOR RELEASE									
JUNIOR LEAGUE REVIEW		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
JUNIOR SCHOLASTIC		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
KID CITY MAGAZINE	5		281,101		281,101	249,493		249,493	+12.7		+12.7
THE KIWANIS MAGAZINE	5	.75	282,126		282,126	279,249		279,249	+1.0		+1.0
LADIES' HOME JOURNAL	6	1.50	4,074,562	1,012,152	5,086,714	4,086,417	1,038,635	5,125,052	-0.3	-2.5	-0.7
LADY'S CIRCLE	4	1.75	11,549	47,663	59,212	9,480	55,928	65,408	+21.8	-14.8	-9.5
LAKELAND BOATING	5	2.50	31,737	5,915	37,652	29,468	5,610	35,078	+7.7	+5.4	+7.3

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
LAS VEGAN CITY MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
LEARNING 88	4	2.50	298,547		298,547	250,727		250,727	+19.1		+19.1
LIFE	7	2.50	1,193,618	556,318	1,749,936	1,038,548	606,864	1,645,412	+14.9	-8.3	+6.4
LOS ANGELES MAGAZINE	6	2.50	127,533	46,773	174,306	126,136	45,621	171,757	+1.1	+2.5	+1.5
LOTTERY PLAYERS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
LOUISIANA LIFE			PUBLISHER'S STATEMENT NOT APPROVED FOR RELEASE								
LOUISVILLE MAGAZINE	6	1.95	25,757	1,311	27,068	24,447	1,634	26,081	+5.4	-19.8	+3.8
M, THE CIVILIZED MAN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MCCALL'S	6	1.69	4,379,331	763,132	5,142,463	4,590,558	763,037	5,353,595	-4.6	+0.0	-3.9
MCCALL'S NEEDLEWORK & CRAFTS	4	2.95	451,098	72,471	523,569	477,481	94,603	572,084	-5.5	-23.4	-8.5
MACFADDEN WOMEN'S GROUP	6	1.50	1,140,686	819,328	1,960,014	1,201,959	861,162	2,063,121	-5.1	-4.9	-5.0
MADEMOISELLE	6	1.95	351,680	931,562	1,283,242	337,969	946,250	1,284,219	+4.1	-1.6	-0.1
THE MAGAZINE ANTIQUES	6	5.00	56,981	5,563	62,544	54,223	5,098	59,321	+5.1	+9.1	+5.4
MANHATTAN, INC.			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MARVEL COMICS GROUP			222,800	7,184,750	7,407,550	218,813	6,466,643	6,685,456@	+1.8	+11.1	+10.8
MATURE OUTLOOK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MECANICA POPULAR			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MEMPHIS MAGAZINE	6	1.95	20,361	3,956	24,317	19,090	4,697	23,787	+6.7	-15.8	+2.2
MEN'S FITNESS	6	2.95	40,042	143,037	183,079	25,542	105,442	130,984	+56.8	+35.7	+39.8
METROPOLITAN HOME	6	2.50	623,529	80,665	704,194	630,616	84,956	715,572	-1.1	-5.1	-1.6
MICHIGAN COUNTRY LINES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MICHIGAN LIVING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MICRO CORNUCOPIA	3	3.95	10,222	11,778	22,000	9,082	8,909	17,991	+12.6	+32.2	+22.3
MID-ATLANTIC COUNTRY	6	1.95	115,803	4,791	120,594	110,248	5,485	115,733	+5.0	-12.7	+4.2
MIDWEST OUTDOORS	6	.99	18,828	18,293	37,121	18,736	18,705	37,441	+0.5	-2.2	-0.9

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
MILWAUKEE MAGAZINE	6	1.95	33,098	7,321	40,419	37,505	7,264	44,769	-11.8	+0.8	-9.7
MPLS. ST. PAUL MAGAZINE	6	1.95	33,959	12,147	46,106	36,304	13,606	49,910	-6.5	-10.7	-7.6
MINNESOTA MONTHLY	6	1.95	57,380	752	58,132	52,918	1,027	53,945	+8.4	-26.8	+7.8
MODEL RAILROADER	6	2.95	123,673	66,001	189,674	115,984	65,699	181,683	+6.6	+0.5	+4.4
MODERN BRIDE	3	4.00	30,238	320,293	350,531	37,316	287,133	324,449	-19.0	+11.5	+8.0
MODERN MATURITY	3		19,301,820		19,301,820	16,734,801		16,734,801	+15.3		+15.3
MODERN PHOTOGRAPHY	6	2.50	618,032	71,026	689,058	584,086	80,792	664,878	+5.8	-12.1	+3.6
MONEY	7	2.95	1,534,156	287,469	1,821,625	1,509,065	312,592	1,821,657	+1.7	-8.0	+0.0
MONEY MAKER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MOTHER EARTH NEWS	3	3.00	624,208	118,566	742,774	595,694	123,230	718,924	+4.8	-3.8	+3.3
MOTHER JONES	5	2.50	166,268	15,021	181,289	160,690	16,130	176,820	+3.5	-6.9	+2.5
MOTOCROSS ACTION MAGAZINE	6	2.50	22,092	65,003	87,095	23,827	67,022	90,849	-7.3	-3.0	-4.1
MOTOR BOATING & SAILING	6	2.50	108,639	29,883	138,522	104,895	33,218	138,113	+3.6	-10.0	+0.3
MOTOR TREND	6	2.75	563,792	221,127	784,919	564,220	191,670	755,890	-0.1	+15.4	+3.8
MOTORCYCLIST	6	2.25	133,031	80,604	213,635	116,236	88,610	204,846	+14.4	-9.0	+4.3
MOTORHOME	6	2.50	127,042	13,515	140,557	121,484	13,441	134,925	+4.6	+0.6	+4.2
MOTORLAND	3	.50	1,812,240		1,812,240	1,754,724		1,754,724	+3.3		+3.3
MS.	6	2.25	504,785	43,923	548,708	441,310	43,499	484,809	+14.4	+1.0	+13.2
MUSCLE & FITNESS	6	3.95	120,696	482,375	603,071	110,658	467,492	578,150	+9.1	+3.2	+4.3
MUSICIAN	6	2.75	43,489	61,609	105,098	44,737	55,968	100,705	-2.8	+10.1	+4.4
NATION'S BUSINESS	6	2.50	852,768	2,656	855,424	854,739	3,148	857,887	-0.2	-15.6	-0.3
NATIONAL ENQUIRER	26	.75	455,612	3,830,095	4,285,707	443,566	3,939,661	4,383,227	+2.7	-2.8	-2.2
NATIONAL EXAMINER	26	.75	18,490	1,101,944	1,120,434	18,523	1,098,379	1,116,902	-0.2	+0.3	+0.3
NATIONAL FISHERMAN	6	1.95	39,775	11,719	51,494	39,499	10,768	50,267	+0.7	+8.8	+2.4
NATIONAL GEOGRAPHIC MAGAZINE	6	2.25	10,510,570	63,992	10,574,562	10,439,527	59,067	10,498,594	+0.7	+8.3	+0.7

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88 SUB-SCRIPTIONS	AVERAGES FOR SIX MONTHS ENDED 12/31/88 SINGLE COPY SALES	AVERAGES FOR SIX MONTHS ENDED 12/31/88 TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 12/31/87 SUB-SCRIPTIONS	AVERAGES FOR SIX MONTHS ENDED 12/31/87 SINGLE COPY SALES	AVERAGES FOR SIX MONTHS ENDED 12/31/87 TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	% OF INCREASE OR DECREASE SINGLE COPY SALES	% OF INCREASE OR DECREASE TOTAL PAID
NATIONAL LAMPOON	3	3.95	76,911	166,106	243,017	74,695	175,377	250,072	+3.0	-5.3	-2.8
NATIONAL LAW JOURNAL	26	2.00	45,545	117	45,662	41,822	208	42,030	+8.9	-43.8	+8.6
NATIONAL NEWS	3		801,733		801,733	774,460		774,460	+3.5		+3.5
NRTA/AARP NEWS BULLETIN	5		19,000,184		19,000,184	16,465,570		16,465,570	+15.4		+15.4
NATIONAL REVIEW	13	1.95	117,618	7,358	124,976	116,228	4,527	120,755	+1.2	+62.5	+3.5
THE NATIONAL SPORTS REVIEW (1988 EDITION)	1	4.50		156,003	156,003		[illegible],525	215,525		-27.6	-27.6
NATURAL HISTORY	6	2.50	508,556	8,798	517,354	512,824	6,752	519,576	-0.8	+30.3	-0.4
NAVY TIMES	26	1.75	79,260	10,217	89,477	77,289	8,082	85,371	+2.6	+26.4	+4.8
NEW BODY	4	2.50		93,191	93,191		85,226	85,226		+9.3	+9.3
NEW CHOICES FOR THE BEST YEARS	6	2.50	507,062		507,062	484,751		484,751	+4.6		+4.6
NEW ENGLAND MONTHLY	6	1.95	98,686	13,806	112,492	89,134	13,898	103,032	+10.7	-0.7	+9.2
NEW JERSEY MONTHLY	6	2.00	86,071	15,624	101,695	88,876	15,071	103,947	-3.2	+3.7	-2.2
NEW MEXICO MAGAZINE	6	2.25	94,172	7,537	101,709	93,781	6,245	100,026	+0.4	+20.7	+1.7
THE-NEW REPUBLIC	22	2.25	94,222	5,497	99,719	90,490	5,483	95,973	+4.1	+0.3	+3.9
NEW WOMAN	6	1.95	763,004	569,582	1,332,586	691,631	563,929	1,255,560	+10.3	+1.0	+6.1
NEW YORK ALIVE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
NEW YORK MAGAZINE	24	1.95	385,444	38,457	423,901	385,859	40,769	426,628	-0.1	-5.7	-0.6
THE NEW YORKER	26	1.75	583,943	29,332	613,275	564,703	29,145	593,848	+3.4	+0.6	+3.3
NEWSWEEK	26	2.00	3,041,795	185,596	3,227,391	3,012,472	185,535	3,198,007	+1.0	+0.0	+0.9
NEWSWEEK INTERNATIONAL (ASIA EDITION)	25		154,182	54,110	208,292	150,165	56,168	206,333	+2.7	-3.7	+0.9
NEWSWEEK INTERNATIONAL (ATLANTIC EDITION)	25		203,107	95,619	298,726	201,189	95,980	297,169	+1.0	-0.4	+0.5
NEWSWEEK INTERNATIONAL (LATIN AMERICAN EDITION)			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
NIBBLE MAGAZINE	6	3.50	38,430	12,714	51,144	45,200	18,596	63,796	-15.0	-31.6	-19.8

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
NORTH AMERICAN HUNTER		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
NORTH SHORE	6	1.95	26,450	3,645	30,095	26,996	2,861	29,857	-2.0	+27.4	+0.8
OFF ROAD	6	2.50	27,659	32,897	60,556	26,557	34,059	60,616	+4.1	-3.4	-0.1
OHIO FISHERMAN		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
OHIO MAGAZINE	6	2.00	98,226	4,066	102,292	98,733	4,100	102,833	-0.5	-0.8	-0.5
THE OLD HOUSE JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
OMNI	6	3.50	670,435	254,910	925,345	628,480	306,236	934,716	+6.7	-16.8	-1.0
1,001 HOME IDEAS	6	1.95	1,492,663	44,043	1,536,706	1,480,453	44,597	1,525,050	+0.8	-1.2	+0.8
OPEN WHEEL	6	2.95	24,704	26,308	51,012	22,406	29,659	52,065	+10.3	-11.3	-2.0
OPERA NEWS	7	2.50	121,235	1,737	122,972	120,806	1,835	122,641	+0.4	-5.3	+0.3
ORANGE COAST MAGAZINE	6	2.95	18,964	5,603	24,567						
OREGON MAGAZINE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
OUTDOOR LIFE	6	1.75	1,376,879	137,521	1,514,400	1,366,361	147,028	1,513,389	+0.8	-6.5	+0.1
OUTDOOR PHOTOGRAPHER	5	2.95	95,778	42,806	138,584	65,140	36,494	101,634	+47.0	+17.3	+36.4
OUTSIDE	6	2.50	220,710	66,663	287,373	211,989	64,275	276,264	+4.1	+3.7	+4.0
PACIFIC NORTHWEST	6	1.95	70,031	8,523	78,554	58,873	7,733	66,606	+19.0	+10.2	+17.9
PALM BEACH LIFE	6	3.00	13,884	3,314	17,198	15,339	3,170	18,509	-9.5	+4.5	-7.1
PALM SPRINGS LIFE	6	3.95	13,009	4,100	17,109	11,142	3,944	15,086	+16.8	+4.0	+13.4
PARENTING MAGAZINE	5	1.95	319,760	40,889	360,649	169,707	48,112	217,819	+88.4	-15.0	+65.6
PARENTS MAGAZINE	6	1.95	1,642,621	130,012	1,772,633	1,623,559	133,294	1,756,853	+1.2	-2.5	+0.9
PENINSULA MAGAZINE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
PENN LINES	6		144,064		144,064	142,854		142,854	+0.8		+0.8
THE PENNSYLVANIA SPORTSMAN		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
PENTHOUSE	6	4.50	238,841	1,869,415	2,108,256	227,934	2,023,557	2,251,491	+4.8	-7.6	-6.4
PEOPLE WEEKLY	26	1.69	1,481,357	1,868,044	3,349,401	1,418,170	1,893,623	3,311,793	+4.5	-1.4	+1.1

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
PERFORMANCE HORSEMAN	6	2.95	26,789	691	27,480	26,068	622	26,690	+2.8	+11.1	+3.0
PCRESOURCE	6	2.95	66,845	74,976	141,821	51,419	53,613	105,032	+30.0	+39.8	+35.0
PERSONAL COMPUTING	6	3.00	454,734	46,706	501,440	454,036	39,469	493,505	+0.2	+18.3	+1.6
PETERSEN MAGAZINE NETWORK	6		3,025,554	1,260,068	4,285,622	2,858,950	1,281,738	4,140,688	+5.8	-1.7	+3.5
PETERSEN'S CIRCLE TRACK	6	2.95	75,272	33,340	108,612	67,420	36,919	104,339	+11.6	-9.7	+4.1
PETERSEN'S 4 WHEEL & OFF-ROAD	6	2.75	175,029	117,312	292,341	169,395	119,365	288,760	+3.3	-1.7	+1.2
PETERSEN'S HUNTING	6	2.00	284,267	68,679	352,946	254,455	82,568	337,023	+11.7	-16.8	+4.7
PETERSEN'S PHOTOGRAPHIC	6	2.50	229,512	45,376	274,888	227,979	50,737	278,716	+0.7	-10.6	-1.4
PETERSEN'S PRO BASKETBALL ANNUAL 1988	1	2.95		145,000	145,000		149,867	149,867		-3.2	-3.2
PETERSEN'S PRO FOOTBALL ANNUAL 1988	1	2.95		202,754	202,754		220,606	220,606		-8.1	-8.1
PHILADELPHIA MAGAZINE	6	2.50	117,208	31,611	148,819	118,839	33,628	152,467	-1.4	-6.0	-2.4
PHOENIX HOME & GARDEN	6	2.00	31,240	4,065	35,305	30,660	4,291	34,951	+1.9	-5.3	+1.0
PILLSBURY CLASSIC COOKBOOKS	6	2.25	41,200	385,428	426,628	25,834	400,187	426,021	+59.5	-3.7	+0.1
PILOTING CAREERS	6	5.00	16,631		16,631						
PITTSBURGH MAGAZINE	6	1.95	58,701	7,154	65,855	57,783	7,548	65,331	+1.6	-5.2	+0.8
PLANE & PILOT	6	2.50	64,570	23,110	87,680	63,207	19,322	82,529	+2.2	+19.6	+6.2
PLAYBOY	6	4.00	2,690,965	864,698	3,555,663	2,415,917	1,317,031	3,732,948	+11.4	-34.3	-4.7
POPULAR ELECTRONICS	6	2.50	36,505	30,455	66,960	20,026	33,746	53,772	+82.3	-9.8	+24.5
POPULAR HOT RODDING	6	2.25	89,253	144,116	233,369	87,756	150,525	238,281	+1.7	-4.3	-2.1
POPULAR MECHANICS	6	1.95	1,402,475	265,621	1,668,096	1,374,019	249,547	1,623,566	+2.1	+6.4	+2.7
POPULAR PHOTOGRAPHY	6	2.50	653,905	72,667	726,572	673,048	78,283	751,331	-2.8	-7.2	-3.3
POPULAR SCIENCE	6	1.95	1,606,276	238,047	1,844,323	1,625,611	235,544	1,861,155	-1.2	+1.1	-0.9
PRACTICAL HOMEOWNER	4	2.00	701,178	18,552	719,730	701,364	19,134	720,498	+0.0	-3.0	-0.1
PRACTICAL HORSEMAN	6	2.95	54,592	2,578	57,170	52,138	2,496	54,634	+4.7	+3.3	+4.6

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
PREVENTION	6	1.50	2,812,828	323,619	3,136,447	2,656,000	220,609	2,876,609	+5.9	+46.7	+9.0
PRIVATE CLUBS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
PRIVATE PILOT	6	2.50	70,350	25,673	96,023	66,599	23,947	90,546	+5.6	+7.2	+6.0
PSYCHOLOGY TODAY	5	1.95	842,352	89,507	931,859	886,531	86,776	973,307	-5.0	+3.1	-4.3
PURE-BRED DOGS-AMERICAN KENNEL GAZETTE	6	4.00	56,139	518	56,657	57,015	401	57,416	-1.5	+29.2	-1.3
THE QUARTER HORSE JOURNAL	6	2.50	64,119	2,595	66,714	64,989	2,675	67,664	-1.3	-3.0	-1.4
RADIO-ELECTRONICS	6	2.25	151,064	61,034	212,098	163,333	68,390	231,723	-7.5	-10.8	-8.5
RAILROAD MODEL CRAFTSMAN	6	2.50	29,280	43,283	72,563	28,831	43,501	72,332	+1.6	-0.5	+0.3
READER'S DIGEST	6	1.89	15,486,755	965,667	16,452,422	15,636,050	930,600	16,566,650	-1.0	+3.8	-0.7
REDBOOK	6	1.95	3,142,469	808,020	3,950,489	3,208,442	880,297	4,088,739	-2.1	-8.2	-3.4
RIDER	6	1.95	119,615	12,851	132,466	119,088	14,256	133,344	+0.4	-9.9	-0.7
ROAD & TRACK	6	2.75	484,665	219,234	703,899	461,331	242,183	703,514	+5.1	-9.5	+0.1
ROD SERLING'S THE TWILIGHT ZONE MAGAZINE			UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE								
RODALE'S ORGANIC GARDENING	6	1.75	1,075,872	10,534	1,086,406	1,041,199	6,459	1,047,658	+3.3	+63.1	+3.7
ROLLING STONE	11	2.50	976,443	297,238	1,273,681	856,682	320,008	1,176,690	+14.0	-7.1	+8.2
THE ROTARIAN	6	.75	521,827		521,827	518,171		518,171	+0.7		+0.7
RUN	6	2.95	98,466	31,546	130,012	125,696	44,370	170,066	-21.7	-28.9	-23.6
RUNNER'S WORLD	6	2.95	362,092	82,768	444,860	365,773	85,739	451,512	-1.0	-3.5	-1.5
RURAL GEORGIA	6		249,836		249,836	231,334		231,334	+8.0		+8.0
RURAL KENTUCKIAN	6		341,697		341,697	312,063		312,063	+9.5		+9.5
RURAL LIVING	6	3.50	238,494		238,494	228,890		228,890	+4.2		+4.2
SACRAMENTO MAGAZINE	6	2.50	21,179	3,537	24,716	20,915	3,292	24,207	+1.3	+7.4	+2.1
SAIL	6	2.50	118,738	49,408	168,146	120,799	47,770	168,569	-1.7	+3.4	-0.3
SAILING WORLD	6	1.75	41,490	11,037	52,527	41,009	11,618	52,627	+1.2	-5.0	-0.2

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
ST. LOUIS MAGAZINE, INC.	6	1.95	21,087	5,368	26,455	19,136	5,976	25,112	+10.2	-10.2	+5.3
SALT WATER SPORTSMAN	6	2.95	111,313	24,755	136,068	101,199	25,750	126,949	+10.0	-3.9	+7.2
SAN DIEGO HOME/GARDEN MAGAZINE	6	1.95	28,207	4,015	32,222	27,500	2,869	30,369	+2.6	+39.9	+6.1
SAN DIEGO MAGAZINE	6	2.00	57,174	12,452	69,626	53,027	13,294	66,321	+7.8	-6.3	+5.0
SAN FRANCISCO FOCUS	6	2.50	181,592	5,849	187,441	193,034	4,847	197,881	-5.9	+20.7	-5.3
SATELLITE ORBIT	6	4.95	222,590	141,258	363,848	275,172	152,060	427,232	-19.1	-7.1	-14.8
THE SATURDAY EVENING POST	5	1.95	554,430	71,909	626,339	516,468	91,086	607,554	+7.4	-21.1	+3.1
SAVVY	6	2.00	400,153	9,263	409,416	405,004	10,517	415,521	-1.2	-11.9	-1.5
SCHOLASTIC HIGH SCHOOL NETWORK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SCHOLASTIC MAGAZINES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SCIENCE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SCIENCE NEWS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
THE SCIENCES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SCIENTIFIC AMERICAN	6	2.95	492,588	152,410	644,998	478,433	144,373	622,806	+3.0	+5.6	+3.6
SCOUTING	3	.60	1,009,086		1,009,086	981,493		981,493	+2.8		+2.8
SEATTLE WEEKLY	26	.75	21,678	10,891	32,569	22,265	9,506	31,771	-2.6	+14.6	+2.5
SELF	6	1.95	567,609	662,182	1,229,791	516,965	619,090	1,136,055	+9.8	+7.0	+8.3
SESAME STREET MAGAZINE	5	1.50	1,224,134	36,140	1,260,274	1,119,491	193,165	1,312,656	+9.3	-81.3	-4.0
SEVENTEEN	6	1.75	1,283,021	469,287	1,752,308	1,394,244	472,658	1,866,902	-8.0	-0.7	-6.1
SEW NEWS	6	1.95	183,257	38,020	221,277	164,033	44,214	208,247	+11.7	-14.0	+6.3
SHAPE MAGAZINE	6	2.00	233,852	467,015	700,867	222,293	460,754	683,047	+5.2	+1.4	+2.6
SHOOTING TIMES	6	2.25	99,594	92,121	191,715	98,700	93,090	191,790	+0.9	-1.0	+0.0
SHUTTERBUG	6	2.50	43,570	27,692	71,262	36,363	19,547	55,910	+19.8	+41.7	+27.5
SIERRA			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
16 MAGAZINE	6	1.95	8,854	128,544	137,398	8,262	145,376	153,638	+7.2	-11.6	-10.6

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
SKI MAGAZINE	4	1.95	376,347	89,472	465,819	366,277	98,517	464,794	+2.7	-9.2	+0.2
SKIING MAGAZINE	4	1.95	360,184	91,368	451,552	352,590	103,450	456,040	+2.2	-11.7	-1.0
SKIN DIVER MAGAZINE	6	2.95	175,867	41,927	217,794	180,345	41,392	221,737	-2.5	+1.3	-1.8
SMASH HITS	5	2.50	8,431	51,592	60,023	13,528	57,824	71,352	-37.7	-10.8	-15.9
SMITHSONIAN	6	2.50	2,250,174	11,841	2,262,015	2,234,471	8,840	2,243,311	+0.7	+33.9	+0.8
SNOW WEEK	8	1.95	23,938	13	23,951	24,716	834	25,550	-3.1	-98.4	-6.3
SOAP OPERA DIGEST	13	1.75	290,527	857,357	1,147,884	290,518	727,117	1,017,635	+0.0	+17.9	+12.8
SOAP OPERA STARS	4	2.00		67,369	67,369		90,592	90,592		-25.6	-25.6
SOLDIER OF FORTUNE	6	3.50	28,488	92,344	120,832	33,944	109,738	143,682	-16.1	-15.9	-15.9
SOPHISTICATE'S HAIRSTYLE GUIDE	3	2.95		98,646	98,646		83,655	83,655		+17.9	+17.9
SOUTH FLORIDA			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SOUTHERN ACCENTS	3	4.00	214,359	46,010	260,369	207,350	48,778	256,128	+3.4	-5.7	+1.7
SOUTHERN HOMES (METRO ATLANTA EDITION)			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SOUTHERN LIVING	6	2.50	2,097,730	190,965	2,288,695	2,110,211	188,897	2,299,108	-0.6	+1.1	-0.5
SOUTHERN MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SOUTHERN OUTDOORS	4	2.50	214,490	17,220	231,710	209,860	15,418	225,278	+2.2	+11.7	+2.9
SOUTHWEST ART	6	4.50	49,897	11,365	61,262	52,240	11,074	63,314	-4.5	+2.6	-3.2
SPANAMERICA MAGAZINE NETWORK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SPANAMERICAN MEN'S GROUP			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SPANAMERICAN WOMEN'S GROUP			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SPECTRUM			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SPIN			UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE								
SPORT	6	2.25	830,824	116,181	947,005	771,767	158,798	930,565	+7.7	-26.8	+1.8
THE SPORTING NEWS	28	2.25	693,416	39,875	733,291	688,832	44,511	733,343	+0.7	-10.4	+0.0
SPORTS AFIELD	6	1.95	441,673	81,501	523,174	428,106	93,058	521,164	+3.2	-12.4	+0.4

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE		
			SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
SPORTS ILLUSTRATED	28	2.25	3,203,887	125,528	3,329,415	3,032,486	121,532	3,154,018	+5.7	+3.3	+5.6
SPY	5	2.95	48,756	54,467	103,223						
STAR	26	.75	427,808	3,254,988	3,682,796	460,304	3,309,999	3,770,303	-7.1	-1.7	-2.3
STAR COMICS	6	1.00	17,933	382,117	400,050	34,483	418,133	452,616	-48.0	-8.6	-11.6
STEREO REVIEW	6	2.25	451,398	53,184	504,582	480,285	51,317	531,602	-6.0	+3.6	-5.1
STOCK CAR RACING	6	2.95	56,041	40,496	96,537	43,663	38,798	82,461	+28.3	+4.4	+17.1
STREET & SMITH'S BASEBALL (1988 EDITION)	1	3.50		284,341	284,341						
SUCCESS!	5	1.95	385,810	49,531	435,341	389,078	38,150	427,228	-0.8	+29.8	+1.9
THE SUN	26	.75	3,901	437,249	441,150	3,525	430,029	433,554	+10.7	+1.7	+1.8
SUNSET, THE MAGAZINE OF WESTERN LIVING	6	1.95	1,334,800	96,060	1,430,860	1,343,190	87,509	1,430,699	-0.6	+9.8	+0.0
SUPER CHEVY	6	2.50	81,057	64,671	145,728	71,679	65,369	137,048	+13.1	-1.1	+6.3
SUPER STOCK AND DRAG ILLUSTRATED	6	2.95	17,467	26,555	44,022	16,902	33,182	50,084	+3.3	-20.0	-12.1
SUPER TEEN	6	2.00		160,958	160,958		160,924	160,924		+0.0	+0.0
SUPERMAN GROUP	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
SYLVIA PORTER'S PERSONAL FINANCE MAGAZINE	5	1.95	458,497	42,035	500,532	350,501	49,686	400,187	+30.8	-15.4	+25.1
TEACHING AND COMPUTERS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
'TEEN	6	1.75	756,857	336,194	1,093,051	857,182	342,622	1,199,804	-11.7	-1.9	-8.9
TEEN BEAT	6	2.25	62,214	157,715	219,929	87,416	175,786	263,202	-28.8	-10.3	-16.4
TEEN MACHINE	5	2.00		97,723	97,723		109,621	109,621		-10.9	-10.9
THE TENNESSEE MAGAZINE	6		314,059		314,059	302,291		302,291	+3.9		+3.9
TENNIS	6	1.75	484,883	49,042	533,925	479,349	49,626	528,975	+1.2	-1.2	+0.9
TEXAS FISH & GAME	4	1.95	53,295	3,804	57,099	46,770	336	47,106	+14.0	+1032.1	+21.2
TEXAS FISHERMAN	3	1.95	61,420	11,685	73,105	52,751	11,085	63,836	+16.4	+5.4	+14.5

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
TEXAS MONTHLY	6	1.95	258,653	41,452	300,105	285,337	49,186	334,523	-9.4	-15.7	-10.3
3-2-1 CONTACT	5		435,911		435,911	396,072		396,072	+10.1		+10.1
TIME ASIA	26		215,357	41,304	256,661	200,001	42,492	242,493	+7.7	-2.8	+5.8
TIME ATLANTIC	26		427,628	92,239	519,867	431,300	94,773	526,073	-0.9	-2.7	-1.2
TIME LATIN AMERICA	26		69,673	20,409	90,082	63,251	27,769	91,020	+10.2	-26.5	-1.0
TIME THE WEEKLY NEWSMAGAZINE	26	2.00	4,416,189	232,265	4,648,454	4,439,485	243,863	4,683,348	-0.5	-4.8	-0.7
TOURS & RESORTS	3	2.50	197,337	4,366	201,703	188,498	6,218	194,716	+4.7	-29.8	+3.6
TOWN & COUNTRY	6	3.00	338,654	85,214	423,868	323,499	92,913	416,412	+4.7	-8.3	+1.8
TRAILER BOATS	5	2.95	51,963	21,208	73,171	47,227	17,736	64,963	+10.0	+19.6	+12.6
TRAILER LIFE	6	2.50	302,737	19,428	322,165	314,021	20,332	334,353	-3.6	-4.4	-3.6
TRAINS	6	2.75	69,729	24,811	94,540	65,829	25,920	91,749	+5.9	-4.3	+3.0
TRAVEL & LEISURE	6	3.00	1,111,787	14,001	1,125,788	1,105,502	14,685	1,120,187	+0.6	-4.7	+0.5
TRAVELER	2	4.50	796,489	189	796,678	805,649	149	805,798	-1.1	+26.8	-1.1
TRUCKIN'	6	2.50	23,435	109,216	132,651	16,096	89,484	105,580	+45.6	+22.1	+25.6
TRUE STORY	6	1.50	1,061,812	239,017	1,300,829	1,112,695	260,362	1,373,057	-4.6	-8.2	-5.3
TU INTERNACIONAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
TURTLE MAGAZINE FOR PRESCHOOL KIDS	4		544,326		544,326	425,256		425,256	+28.0		+28.0
TV CROSSWORDS	9	1.25	131,018	206,889	337,907	138,455	227,756	366,211	-5.4	-9.2	-7.7
TV GUIDE	27	.75	8,827,705	7,475,000	16,302,705	8,832,670	8,136,590	16,969,260	-0.1	-8.1	-3.9
TV PICTURE LIFE/METAL EDGE	6	2.00		158,436	158,436		140,615	140,615		+12.7	+12.7
TV WORD GAMES	6	.99		58,750	58,750		55,050	55,050		+6.7	+6.7
T.V. Y NOVELAS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
UNIQUE HOMES	3	6.95	31,545	34,333	65,878	36,720	30,000	66,720	-14.1	+14.4	-1.3
U.S. NEWS & WORLD REPORT	25	1.95	2,235,186	65,011	2,300,197	2,169,599	62,352	2,231,951	+3.0	+4.3	+3.1
US MAGAZINE	12	1.75	952,502	427,100	1,379,602	845,176	405,600	1,250,776	+12.7	+5.3	+10.3

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
UTNE READER	3	4.00	94,922	14,027	108,949	57,797	11,996	69,793	+64.2	+16.9	+56.1
VANIDADES CONTINENTAL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
VANITY FAIR	6	2.00	426,975	225,335	652,310	404,490	191,354	595,844	+5.6	+17.8	+9.5
VENTURE	6	3.00	430,599	19,640	450,239	410,697	18,042	428,739	+4.8	+8.9	+5.0
VFW AUXILIARY MAGAZINE	5		732,757		732,757	725,402		725,402	+1.0		+1.0
VFW MAGAZINE	5	.20	1,955,052		1,955,052	1,978,349		1,978,349	-1.2		-1.2
VICTORIA			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
VIDEO	6	2.50	394,441	58,849	453,290	339,134	67,916	407,050	+16.3	-13.4	+11.4
VIDEO MARKETPLACE	3	2.50	119,369	8,516	127,885	49,245	13,720	62,965	+142.4	-37.9	+103.1
VIDEO REVIEW	6	1.95	390,255	72,357	462,612	387,431	72,246	459,677	+0.7	+0.2	+0.6
VISION-THE LATIN AMERICAN MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
VOGUE	6	3.00	440,637	761,834	1,202,471	447,791	797,921	1,245,712	-1.6	-4.5	-3.5
VOGUE PATTERNS	3	2.75	143,913	78,750	222,663	149,175	91,082	240,257	-3.5	-13.5	-7.3
VW & PORSCHE	3	2.50	27,173	55,129	82,302	26,550	56,229	82,779	+2.3	-2.0	-0.6
VISTA USA			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
"W"			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
THE WALKING MAGAZINE			PUBLISHER'S STATEMENT NOT APPROVED FOR RELEASE								
THE WASHINGTON POST NATIONAL WEEKLY EDITION	26	1.50	66,887	1,092	67,979	61,200	1,176	62,376	+9.3	-7.1	+9.0
WASHINGTON, THE EVERGREEN STATE MAGAZINE	4	2.95	59,486	10,625	70,111	60,364	11,662	72,026	-1.5	-8.9	-2.7
THE WASHINGTONIAN	6	1.95	104,090	57,102	161,192	104,108	49,076	153,184	+0.0	+16.4	+5.2
WEEKLY WORLD NEWS	26	.65	41,547	948,630	990,177	35,871	995,049	1,030,920	+15.8	-4.7	-4.0
WEIGHT WATCHERS MAGAZINE	6	1.75	870,114	133,233	1,003,347	805,169	145,392	950,561	+8.1	-8.4	+5.6
WESTERN HORSEMAN	6	1.95	106,602	68,949	175,551	97,396	64,973	162,369	+9.5	+6.1	+8.1
WESTERN OUTDOORS	5	2.00	131,663	8,172	139,835	122,889	7,548	130,437	+7.1	+8.3	+7.2

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
WESTWAYS	6	2.00	474,264		474,264	484,705		484,705	-2.2		-2.2
WILDFOWL	3	3.50	27,580	141	27,721	28,253	117	28,370	-2.4	+20.5	-2.3
WING & SHOT	3	3.50	14,948	552	15,500	16,309	724	17,033	-8.3	-23.8	-9.0
WOMAN	6	1.95	8,221	510,722	518,943	2,007	499,328	501,335	+309.6	+2.3	+3.5
WOMAN'S DAY	7	1.09	123,131	5,448,442	5,571,573	98,143	5,922,993	6,021,136	+25.5	-8.0	-7.5
WOMAN'S WORLD	26	.89		1,413,575	1,413,575		1,444,133	1,444,133		-2.1	-2.1
WOMEN'S SPORTS AND FITNESS	3	2.00	347,037	653	347,690	343,511	8,341	351,852	+1.0	-92.2	-1.2
WOODENBOAT	3	3.95	56,003	44,551	100,554	55,737	47,443	103,180	+0.5	-6.1	-2.5
THE WORKBASKET	5	1.50	1,385,585	17,200	1,402,785	1,697,694	20,898	1,718,592	-18.4	-17.7	-18.4
WORKBENCH	3	2.00	817,673	28,000	845,673	876,641	35,321	911,962	-6.7	-20.7	-7.3
WORKING MOTHER	6	1.95	593,072	12,879	605,951	592,966	13,885	606,851	+0.0	-7.2	-0.1
WORKING WOMAN	6	2.50	838,798	66,560	905,358	790,568	64,866	855,434	+6.1	+2.6	+5.8
WORKING WOMAN MCCALL'S GROUP	6		5,811,201	842,571	6,653,772						
WORLD PRESS REVIEW	6	2.95	62,794	2,184	64,978	59,919	2,387	62,306	+4.8	-8.5	+4.3
WORLD TENNIS	6	1.75	413,194	27,882	441,076	362,938	25,816	388,754	+13.8	+8.0	+13.5
WWF MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
WRITER'S DIGEST	6	2.25	182,881	25,402	208,283	199,677	25,351	225,028	-8.4	+0.2	-7.4
YACHTING	6	2.50	92,533	40,200	132,733	92,509	38,267	130,776	+0.0	+5.1	+1.5
YANKEE	6	1.95	940,768	63,180	1,003,948	932,169	69,386	1,001,555	+0.9	-8.9	+0.2
YM	5	1.50	735,102	152,469	887,571	737,580	125,564	863,144	-0.3	+21.4	+2.8
ZOOMIN'	2	3.00	11,729	217	11,946	12,218	198	12,416	-4.0	+9.6	-3.8
CANADA											
ALBERTA/WESTERN REPORT	26	2.00	50,705	2,973	53,678	52,042	3,579	55,621	-2.6	-16.9	-3.5
ATLANTIC INSIGHT	6	1.95	35,668	2,233	37,901	34,956	2,525	37,481	+2.0	-11.6	+1.1

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
BC OUTDOORS	5	2.75	27,995	5,430	33,425	35,171	5,050	40,221	-20.4	+7.5	-16.9
CANADIAN BUSINESS	6	3.00	80,180	6,293	86,473	76,168	7,884	84,052	+5.3	-20.2	+2.9
CANADIAN LIVING	7	2.25	350,028	202,761	552,789	330,522	209,313	539,835	+5.9	-3.1	+2.4
CANADIAN LIVING'S FOOD MAGAZINE	3	3.50	53,171	87,810	140,981	31,775	130,438	162,213	+67.3	-32.7	-13.1
CANADIAN WORKSHOP	6	2.75	102,355	3,223	105,578	83,189	3,892	87,081	+23.0	-17.2	+21.2
CANADIAN YACHTING	6	2.75	17,570	3,121	20,691	18,896	3,426	22,322	-7.0	-8.9	-7.3
CHATELAINE	6	2.00	931,875	66,356	998,231	955,180	74,627	1,029,807	-2.4	-11.1	-3.1
CHATELAINE (FRENCH LANGUAGE EDITION)	6	2.00	241,024	18,229	259,253	258,146	20,629	278,775	-6.6	-11.6	-7.0
CITY & COUNTRY HOME	5	3.00	80,423	5,087	85,510	81,252	5,929	87,181	-1.0	-14.2	-1.9
CLIN D'OEIL	6	2.95	17,088	52,828	69,916	12,861	55,796	68,657	+32.9	-5.3	+1.8
COMBINED STATEMENT FOR CHATELAINE AND CHATELAINE (FRENCH LANGUAGE EDITION)	6	2.00	1,172,899	84,585	1,257,484	1,213,326	95,256	1,308,582	-3.3	-11.2	-3.9
COUP DE PEIGNE	2	3.50	1,961	26,122	28,083	2,255	26,870	29,125	-13.0	-2.8	-3.6
COUP DE POUCE	7	2.50	60,507	80,144	140,651	61,202	76,236	137,438	-1.1	+5.1	+2.3
COUP DE POUCE EXTRA	3	3.50		44,704	44,704		52,513	52,513		-14.9	-14.9
CRAFTS PLUS	4	2.00	103,851	2,541	106,392	64,535	2,768	67,303	+60.9	-8.2	+58.1
CROC	6	2.95	16,304	64,448	80,752	15,284	66,516	81,800	+6.7	-3.1	-1.3
DECORATION CHEZ-SOI	5	2.95	25,223	38,066	63,289	23,874	39,794	63,668	+5.7	-4.3	-0.6
EASTERN WOODS & WATERS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
EQUINOX-THE MAGAZINE OF CANADIAN DISCOVERY	3	3.95	148,560	12,832	161,392	149,068	12,529	161,597	-0.3	+2.4	-0.1
FEMME PLUS	6	2.50	26,701	49,307	76,008						
FILLES D'AUJOURD'HUI	6	2.50	14,327	27,863	42,190	11,907	21,961	33,868	+20.3	+26.9	+24.6
FINANCIAL TIMES OF CANADA	26	1.00	103,341	3,701	107,042	106,944	3,441	110,385	-3.4	+7.6	-3.0
FLARE	6	2.50	196,226	26,991	223,217	193,135	31,801	224,936	+1.6	-15.1	-0.8

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88 SUB-SCRIP-TIONS	AVERAGES FOR SIX MONTHS ENDED 12/31/88 SINGLE COPY SALES	AVERAGES FOR SIX MONTHS ENDED 12/31/88 TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 12/31/87 SUB-SCRIP-TIONS	AVERAGES FOR SIX MONTHS ENDED 12/31/87 SINGLE COPY SALES	AVERAGES FOR SIX MONTHS ENDED 12/31/87 TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	% OF INCREASE OR DECREASE SINGLE COPY SALES	% OF INCREASE OR DECREASE TOTAL PAID
HARROWSMITH MAGAZINE	3	3.50	140,127	15,189	155,316	138,977	17,212	156,189	+0.8	-11.8	-0.6
HOCKEY NEWS	20	1.95	79,014	31,717	110,731	84,172	31,174	115,346	-6.1	+1.7	-4.0
L'ACTUALITE	6	2.50	241,229	20,406	261,635	241,810	22,455	264,265	-0.2	-9.1	-1.0
LE LUNDI	26	1.89	27,977	77,117	105,094	24,864	81,171	106,035	+12.5	-5.0	-0.9
LEGION MAGAZINE	5	1.00	538,591		538,591	538,982		538,982	-0.1		-0.1
LES IDEES DE MA MAISON	5	2.95	37,065	49,053	86,118	37,427	58,908	96,335	-1.0	-16.7	-10.6
MACLEAN'S-CANADA'S WEEKLY NEWSMAGAZINE	26	2.00	605,143	16,159	621,302	633,957	15,605	649,562	-4.5	+3.6	-4.4
THE NEWFOUNDLAND HERALD	27	1.00	1,480	39,736	41,216	984	37,810	38,794	+50.4	+5.1	+6.2
ONTARIO OUT OF DOORS	5	2.50	46,463	10,058	56,521	47,123	8,005	55,128	-1.4	+25.6	+2.5
ORAH		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
OUTDOOR CANADA	4	2.95	125,288	9,288	134,576	130,833	9,700	140,533	-4.2	-4.2	-4.2
PACIFIC YACHTING	6	2.75	10,896	5,132	16,028	11,765	5,047	16,812	-7.4	+1.7	-4.7
PHOTO LIFE	6	2.75	61,305	2,934	64,239	59,837	4,700	64,537	+2.5	-37.6	-0.5
PLANS DE MAISONS DU QUEBEC	2	3.95	7,352	20,838	28,190	7,299	21,233	28,532	+0.7	-1.9	-1.2
QUEBEC SCIENCE	5	3.25	15,063	4,126	19,189	15,557	4,841	20,398	-3.2	-14.8	-5.9
QUEBEC YACHTING VOILE & MOTEUR	3	2.95	5,539	2,717	8,256	5,808	2,447	8,255	-4.6	+11.0	+0.0
THE READER'S DIGEST CANADIAN ENGLISH EDITION	6	2.25	1,182,509	79,196	1,261,705	1,218,493	81,928	1,300,421	-3.0	-3.3	-3.0
THE READER'S DIGEST-COMBINED STATEMENT FOR THE CANADIAN ENGLISH AND CANADIAN FRENCH EDITIONS	6	2.25	1,494,211	103,731	1,597,942	1,537,586	106,260	1,643,846	-2.8	-2.4	-2.8
RENOVATION BRICOLAGE	5	2.95	25,775	10,560	36,335	26,297	9,163	35,460	-2.0	+15.2	+2.5
SANTE	5	2.95	14,718	17,007	31,725	12,378	17,957	30,335	+18.9	-5.3	+4.6
SATURDAY NIGHT	6	2.95	103,137	7,353	110,490	115,253	5,802	121,055	-10.5	+26.7	-8.7
SEL & POIVRE	5	2.95	12,819	15,215	28,034	13,064	16,442	29,506	-1.9	-7.5	-5.0
SELECT HOMES	3	2.95	106,023	7,823	113,846	114,069	8,833	122,902	-7.1	-11.4	-7.4

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
SELECTION DU READER'S DIGEST	6	2.25	311,702	24,535	336,237	319,093	24,332	343,425	-2.3	+0.8	-2.1
SENTIER CHASSE-PECHE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SKI CANADA	4	3.00	38,517	10,529	49,046						
TIME-THE WEEKLY NEWSMAGAZINE-IN CANADA	26	2.25	312,613	27,078	339,691	319,974	25,224	345,198	-2.3	+7.4	-1.6
TORONTO LIFE	11	2.50	84,151	14,026	98,177	80,447	17,594	98,041	+4.6	-20.3	+0.1
TORONTO LIFE FASHION	5	2.25	128,903	11,167	140,070	118,003	19,000	137,003	+9.2	-41.2	+2.2
TRAVEL A LA CARTE	3	2.50	108,893		108,893	110,794		110,794	-1.7		-1.7
TV GUIDE	27	1.00	424,681	380,157	804,838	423,001	385,352	808,353	+0.4	-1.3	-0.4
TV HEBDO	28	1.10	62,880	251,442	314,322	49,613	227,339	276,952	+26.7	+10.6	+13.5
TV PLUS	28	.90	212	18,568	18,780	206	22,045	22,251	+2.9	-15.8	-15.6
WESTERN SPORTSMAN	3	2.50	27,297	3,177	30,474	26,698	2,901	29,599	+2.2	+9.5	+3.0
YOU/VERVE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FOREIGN											
AL MOSTAKBAL			UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE								
IMAGEN	6	2.50	38,018	20,240	58,258	21,240	20,488	41,728	+79.0	-1.2	+39.6
RITMO			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
VEA			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 6/30/88	12/31/87
U.S.					
ADVERTISING AGE	94,195		94,195	93,644	91,462
ADWEEK	61,079	8,434	69,513	64,941	64,691
ADWEEK NETWORK	74,083	21,327	95,410	96,841	94,975
ADWEEK'S MARKETING WEEK	13,004	12,893	25,897	31,900	30,284
AEROSOL AGE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AGRICULTURAL ENGINEERING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AIR CONDITIONING, HEATING & REFRIGERATION NEWS	29,232	474	29,706	29,255	28,264
ABA BANKING JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ACP OBSERVER	55,220		55,220	57,718	54,522
THE AMERICAN FUNERAL DIRECTOR	10,002		10,002	10,005	10,001
AMERICAN GLASS REVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN HEALTH:FITNESS OF BODY AND MIND: WAITING ROOM EDITION		95,000	95,000	77,547	100,000
AMERICAN INK MAKER	2,632	1,043	3,675	2,833	2,647
THE AMERICAN JOURNAL OF CARDIOLOGY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE AMERICAN JOURNAL OF MEDICINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN JOURNAL OF NURSING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN JOURNAL OF OPHTHALMOLOGY	18,689		18,689	19,006	19,131
THE AMERICAN JOURNAL OF SURGERY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN PAINT & COATINGS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE AMERICAN SCHOOL BOARD JOURNAL	41,184		41,184	41,094	40,954
AMERICAN SHOEMAKING	UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE				
ASHRAE JOURNAL	39,448	18,006	57,454	55,787	59,286
AMUSEMENT BUSINESS	11,916		11,916	11,893	13,111

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 6/30/88	12/31/87
ANALYTICAL CHEMISTRY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ANNALS OF INTERNAL MEDICINE	90,619		90,619	94,600	92,442
APPAREL MERCHANDISING		41,455	41,455	41,777	41,947
AQUACULTURE MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ARMY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ART DIRECTION	7,292		7,292	7,246	7,923
ARTS AND ACTIVITIES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ASSOCIATION MANAGEMENT	18,024		18,024	17,099	17,132
ATLANTA BUSINESS CHRONICLE	19,069	4,715	23,784	21,051	25,870
AUTOMOTIVE NEWS	74,866		74,866	73,290	70,616
AVIATION WEEK & SPACE TECHNOLOGY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BAKING & SNACK SYSTEMS		8,811	8,811	8,810	5,077
BALTIMORE BUSINESS JOURNAL	7,566		7,566	7,408	7,120
BETTER ROADS		38,663	38,663	37,844	36,790
BEVERAGE WORLD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BILLBOARD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BOBBIN MAGAZINE	8,641		8,641	8,793	8,450
BOSTON BUSINESS	8,952	34,068	43,020	45,842	
BOSTON BUSINESS JOURNAL	8,386	34,040	42,426	45,195	42,582
BOXBOARD CONTAINERS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BOXOFFICE	9,134		9,134	9,217	9,362
BROADCASTING-THE NEWSWEEKLY OF THE FIFTH ESTATE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BROWARD REVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BUILDING SUPPLY HOME CENTERS		44,254	44,254	43,033	43,009

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 6/30/88	12/31/87
BUSINESS FIRST (THE BUSINESS NEWSPAPER OF GREATER LOUISVILLE)	9,455		9,455	9,254	9,080
BUSINESS FIRST OF BUFFALO, INC.	8,920		8,920	9,083	8,847
BUSINESS FIRST OF COLUMBUS	10,240		10,240	10,269	10,299
BUSINESS JOURNAL OF NEW JERSEY	5,718	28,269	33,987	28,393	24,489
THE BUSINESS JOURNAL SERVING CHARLOTTE AND THE METROPOLITAN AREA	6,814		6,814	6,812	6,650
THE BUSINESS JOURNAL SERVING GREATER MILWAUKEE	12,581		12,581	12,210	12,490
THE BUSINESS JOURNAL SERVING GREATER PORTLAND	9,537		9,537	9,985	10,059
THE BUSINESS JOURNAL-SERVING GREATER SACRAMENTO	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE BUSINESS JOURNAL SERVING PHOENIX AND THE VALLEY OF THE SUN	13,064		13,064	13,172	18,296
BUSINESS MONTH	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BUSINESS NH	2,241	15,743	17,984	13,188	12,372
BUSINESS WEEK INDUSTRIAL/TECHNOLOGY	281,849		281,849	288,349	286,079
CALIFORNIA BUSINESS	19,429	112,496	131,925	123,421	111,414
CANDY INDUSTRY MAGAZINE	3,120	719	3,839	3,907	3,891
CAPITAL DISTRICT BUSINESS REVIEW	8,990		8,990	9,127	8,385
CATALOG AGE	558	12,963	13,521	12,963	12,773
CHAIN STORE AGE EXECUTIVE	1,641	31,617	33,258	32,806	32,775
CHANNELS, THE BUSINESS OF COMMUNICATIONS	6,721	19,420	26,141	23,645	26,542
CHEMICAL AND ENGINEERING NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CHEMICAL ENGINEERING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CHEMICAL MARKETING REPORTER	15,975		15,975	15,506	15,486
CHEMICAL WEEK	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	AVERAGES FOR 6 MONTHS ENDED 12/31/88 TOTAL PAID	 QUALIFIED NON-PAID	 TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 6/30/88	 12/31/87
CINCINNATI BUSINESS COURIER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CITY & STATE	9,087	24,016	33,103	33,809	30,214
CLASSROOM COMPUTER LEARNING	24,677	56,313	80,990	80,268	79,402
COMPUTER & SOFTWARE NEWS		58,844	58,844	57,690	56,077
COMPUTER GRAPHICS TODAY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
COMPUTER GRAPHICS WORLD	18,288	32,316	50,604	50,737	43,529
COMPUTERWORLD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CONCRETE CONSTRUCTION	14,728	71,709	86,437	86,336	91,155
CONSTRUCTION BULLETIN	4,810	482	5,292	5,362	5,372
CORPORATE FINANCE		50,895	50,895	50,433	50,422
CORPORATE REPORT MINNESOTA	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CORPORATE TELEVISION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
COSMETICS & TOILETRIES	3,167		3,167	2,907	3,075
CRAIN'S CHICAGO BUSINESS	44,877	5,771	50,648	51,400	50,966
CRAIN'S CLEVELAND BUSINESS	9,704	15,487	25,191	26,024	24,823
CRAIN'S DETROIT BUSINESS	30,395	571	30,966	31,550	31,353
CRAIN'S NEW YORK BUSINESS	31,705	39,263	70,968	72,409	72,816
DALLAS/FORT WORTH BUSINESS JOURNAL	11,049	8,981	20,030	25,275	34,930
DATA COMMUNICATIONS	45,230	12,275	57,505	57,100	55,028
DECOR	24,521		24,521	23,755	23,022
DEFENSE NEWS	10,130	19,353	29,483	27,886	21,960
THE DENVER BUSINESS JOURNAL	10,187		10,187	9,725	9,534
DESIGN NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
DESIGNERS WEST	29,483	6,066	35,549	33,126	31,885
DIRECT MARKETING MAGAZINE	12,964	2,028	14,992	14,908	14,592

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				6/30/88	12/31/87
DISCOUNT STORE NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
DO IT YOURSELF RETAILING	27,256	43,128	70,384	69,784	68,044
DRUG & COSMETIC INDUSTRY	4,896	7,817	12,713	12,698	12,713
DRUG STORE NEWS	39,270	2,949	42,219	42,324	41,956
EDITOR & PUBLISHER-THE FOURTH ESTATE	24,882	2,903	27,785	27,735	27,614
ELECTRICAL CONSTRUCTION & MAINTENANCE	16,085	85,100	101,185	101,437	101,145
ELECTRICAL WHOLESALING	17,443	2,899	20,342	20,146	20,305
ELECTRICAL WORLD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ELECTRONIC LEARNING	9,252	73,313	82,565	80,653	81,657
ELECTRONIC MEDIA	12,704	13,555	26,259	26,966	25,016
ELECTRONIC NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ELECTRONIC SERVICING & TECHNOLOGY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
EMERGENCY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ENERGY USER NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ENR	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ENGINEERING TIMES	59,570	11,825	71,395	70,961	73,131
EXECUTIVE EDUCATOR	15,511		15,511	15,340	15,707
FANCY FOOD	2,263	23,482	25,745	27,042	
FEEDSTUFFS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FINANCIAL ANALYSTS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FINANCIAL EXECUTIVE	16,874		16,874	16,865	
FIRE COMMAND	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FIRE ENGINEERING	38,483		38,483	38,346	36,230
FIRE JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FLOOR COVERING WEEKLY	11,512	9,777	21,289	21,283	21,265

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				6/30/88	12/31/87
FLOORING	4,192	20,387	24,579	24,543	24,438
THE FLORIDA SHIPPER MAGAZINE	1,458		1,458	1,406	1,406
FOLIO: THE MAGAZINE FOR MAGAZINE MANAGEMENT	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FOOD PEOPLE	899	21,258	22,157	18,875	
FOOD TECHNOLOGY	22,864	2,723	25,587	25,154	25,311
FOOTWEAR NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FORECAST FOR THE HOME ECONOMIST	25,978	15,424	41,402	40,470	41,541
FRAMES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FUELOIL & OIL HEAT MAGAZINE	3,688	7,779	11,467	11,413	11,334
GAS INDUSTRIES		8,813	8,813	9,251	9,411
GEYER'S OFFICE DEALER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
GIFTS & DECORATIVE ACCESSORIES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
GLASS DIGEST	8,803	1,887	10,690	10,332@	10,262@
GLASS INDUSTRY	1,836	421	2,257	2,307	2,335
GOLF INDUSTRY MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE GOURMET RETAILER MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
GRAIN AGE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
HARDWARE AGE	5,786	65,510	71,296	71,221	70,923
HAWAII BUSINESS	10,156		10,156	9,500	9,806
HAWAII INVESTOR	2,657	7,053	9,710	11,772	12,091
HEALTHWEEK	16,506	51,877	68,383	66,971	
HIGHWAY & HEAVY CONSTRUCTION		76,670	76,670	76,005	74,006
HOUSEWARES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
HOUSTON BUSINESS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
HYDROCARBON PROCESSING	20,365	7,649	28,014	27,642	27,445

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 6/30/88	12/31/87
INDIANAPOLIS BUSINESS JOURNAL	14,550		14,550	14,382	14,633
ID-MAGAZINE OF INDUSTRIAL DESIGN	18,898		18,898	18,287	16,234
INDUSTRY WEEK	1,670	298,513	300,183	326,385	326,306
INSURANCE SALES	28,040		2 040	27,312	25,566
INTERIOR DESIGN	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
INTERNATIONAL CONTACT LENS CLINIC	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
INTIMATE FASHION NEWS	2,771	4,228	6,999	5,988	5,383
JACKSONVILLE BUSINESS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE JEWELERS' CIRCULAR-KEYSTONE	37,405		37,405	37,819	37,827
THE JOURNAL OF ACCOUNTANCY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
JOURNAL WATER POLLUTION CONTROL FEDERATION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
KANSAS CITY BUSINESS JOURNAL	13,901		13,901	14,400	14,504
LIBRARY JOURNAL	23,665		23,665	23,705	23,992
LIFE INSURANCE SELLING	44,300		44,300	43,754	43,680
LIGHTWAVE, THE JOURNAL OF FIBER OPTICS	2,805	13,953	16,758	14,692	14,634
LP/GAS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
LOCKSMITH LEDGER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
LOS ANGELES BUSINESS JOURNAL	14,329	36,701	51,030	50,645	60,593
THE MANUFACTURING CONFECTIONER	2,912	796	3,708	3,489	3,475
MEDICINE AND SCIENCE IN SPORTS AND EXERCISE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
MEMPHIS BUSINESS JOURNAL	9,609		9,609	9,156	8,414
METAL FINISHING	9,837		9,837	10,090	10,203
METRO CHICAGO REAL ESTATE		10,394	10,394	10,197	10,365
MIAMI REVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 6/30/88	12/31/87
MICHIGAN BEVERAGE NEWS	5,443	75	5,518	5,502	5,555
MICHIGAN CONTRACTOR & BUILDER	2,903	189	3,092	3,084	3,100
MICHIGAN ROADS AND CONSTRUCTION	1,354	486	1,840	1,866	1,862
MILLING & BAKING NEWS	4,400		4,400	4,381	4,363
MODERN PLASTICS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
MODERN SALON	112,708	19,784	132,492	131,973	131,475
MOTOR	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
MOTORCYCLE INDUSTRY MAGAZINE		12,266	12,266	12,551	
THE MUSIC TRADES	6,417		6,417	6,418	6,541
NASHVILLE BUSINESS JOURNAL	6,079	2,173	8,252	6,717	6,291
NATION'S RESTAURANT NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
NATIONAL DEFENSE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
NATIONAL HOME CENTER NEWS	3,292	48,824	52,116	49,669	45,220
NHFA'S COMPETITIVEDGE	UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE				
THE NATIONAL LOCKSMITH	16,478		16,478	15,892	15,664
NATIONAL PETROLEUM NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE NATIONAL PROVISIONER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE NATIONAL UNDERWRITER LIFE & HEALTH/ FINANCIAL SERVICES EDITION	17,036	11,478	28,514	29,294	30,201
THE NATIONAL UNDERWRITER PROPERTY AND CASUALTY/EMPLOYEE BENEFITS EDITION	29,244	9,699	38,943	40,776	
NETWORK WORLD		70,167	70,167	70,092	67,000
NEW JERSEY SUCCESS	2,174	32,944	35,118	35,811	39,918
THE NORTHERN LOGGER AND TIMBER PROCESSOR	13,597		13,597	13,367	13,147
NORTHWESTERN FINANCIAL REVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
OIL AND GAS INVESTOR	4,610	625	5,235	5,164	4,702

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

	AVERAGES FOR 6 MONTHS ENDED 12/31/88			TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	6/30/88	12/31/87
THE OIL AND GAS JOURNAL	43,845		43,845	45,490	47,304
OPTICAL INDEX	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PACIFIC BUSINESS NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PACIFIC FISHING	9,744		9,744	9,340	8,561
PACKAGING DIGEST		106,244	106,244	104,788	99,949
THE PACKER	14,725		14,725	14,898	15,108
PALM BEACH REVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PAPER SALES	8,057	4,673	12,730	12,836	12,836
PEDIATRICS	37,491	10,956	48,447	46,682	44,465
P.C. TODAY	10,370	705	11,075	16,371	
PERSONNEL JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PETROLEUM ENGINEER INTERNATIONAL	5,084	31,231	36,315	36,271	36,277
PHILADELPHIA BUSINESS JOURNAL	11,568		11,568	11,812	11,297
PHOTO DISTRICT NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PIPELINE & GAS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PITTSBURGH BUSINESS TIMES-JOURNAL	8,360		8,360	8,545	9,002
PLASTICS ENGINEERING	27,295		27,295	26,673	23,238
PLAYTHINGS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
POLICE MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
POOL & SPA NEWS	8,264	6,740	15,004	15,008	13,237
THE POULTRY TIMES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
POWER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PRINT, AMERICA'S GRAPHIC DESIGN MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PROFESSIONAL BUILDER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PROGRESSIVE ARCHITECTURE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	*TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				6/30/88	12/31/87
PROVIDENCE BUSINESS NEWS	1,476	19,616	21,092	22,311	21,753
PUBLIC RELATIONS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PUBLIC UTILITIES FORTNIGHTLY	7,393		7,393	7,396	7,578
PUBLISHERS WEEKLY	36,517		36,517	36,255	36,435
PUGET SOUND BUSINESS JOURNAL	14,167		14,167	14,638	18,954
RAILWAY TRACK AND STRUCTURES	7,151		7,151	7,819	8,136
REEVES JOURNAL, PLUMBING-HEATING-COOLING		20,084	20,084	20,288	20,327
RSC REFRIGERATION SERVICE & CONTRACTING	34,276		34,276	33,461	30,164
RESTAURANTS & INSTITUTIONS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
RISK MANAGEMENT	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ROOFING/SIDING/INSULATION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ROUGH NOTES	19,466		19,466	19,843	20,149
RUBBER WORLD	3,889	6,344	10,233	10,169	10,531
RURAL ELECTRIFICATION	30,897	941	31,838	29,504	
ST. LOUIS BUSINESS JOURNAL	17,139		17,139	17,770	18,294
SALES AND MARKETING MANAGEMENT	59,685		59,685	57,454	52,602
SAN ANTONIO BUSINESS JOURNAL	7,367		7,367	7,084	6,399
SAN DIEGO BUSINESS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SAN JOSE BUSINESS JOURNAL SERVING SAN JOSE AND THE SANTA CLARA VALLEY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SAVINGS INSTITUTIONS	25,098		25,098	25,120	26,468
SCHOLASTIC COACH	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE SCHOOL ADMINISTRATOR	16,670		16,670	16,417	16,281
SCHOOL ARTS	19,565	2,309	21,874	21,070	21,375
SCHOOL BUSINESS AFFAIRS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SCHOOL LIBRARY JOURNAL	41,222		41,222	40,189	40,489

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 6/30/88	12/31/87
SCREEN PRINTING MAGAZINE	11,507	1,493	13,000	12,251	12,597
SEA POWER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SEAFOOD BUSINESS	1,776	13,956	15,732	15,364	14,922
SEED TRADE NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SEED WORLD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SHIPPING DIGEST	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SIGNS OF THE TIMES	16,832	1,554	18,386	17,884	17,770
SOUTH FLORIDA BUSINESS JOURNAL	7,101	8,999	16,100	16,335@	22,436@
THE STANDARD	4,843		4,843	4,870	4,941
SUPERMARKET NEWS	57,848		57,848	57,250	55,881
T.H.E. JOURNAL: TECHNOLOGICAL HORIZONS IN EDUCATION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
TELEPHONY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
TENNIS INDUSTRY MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
TIRE BUSINESS	6,025	9,183	15,208	15,557	15,733
TOBACCO INTERNATIONAL	1,437	572	2,009	1,663	2,497
TOUR & TRAVEL NEWS		51,280	51,280	48,087	47,087
TRAFFIC WORLD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
TRANSPORT TOPICS	28,563		28,563	28,907	29,295
THE TRAVEL AGENT	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
TRAVEL TRADE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
TRAVEL WEEKLY	44,860		44,860	43,040	43,281
UNDERWRITERS' REPORT	6,343		6,343	6,094	5,482
UNIX/WORLD	47,498		47,498	40,275	34,237
UPSCALE DISCOUNTING	388	12,578	12,966	12,888	12,900
VIDEOGRAPHY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

	AVERAGES FOR 6 MONTHS ENDED 12/31/88			TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	6/30/88	12/31/87
VISUAL MERCHANDISING + STORE DESIGN	12,521	2,121	14,642	12,674	12,575
WALLCOVERINGS	3,218	13,176	16,394	16,303	16,407
WASHINGTON BUSINESS JOURNAL	14,152	2,061	16,213	18,818	25,814
WJR (WASHINGTON JOURNALISM REVIEW)	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WASHINGTON TECHNOLOGY	544	25,990	26,534	24,666	20,709
WATER & WASTES DIGEST	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE WATERWAYS JOURNAL	5,848		5,848	5,986	6,064
WELDING JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WESTERN BUILDER	4,255		4,255	4,299	4,321
WESTERN OIL WORLD	2,872	2,776	5,648	5,418	5,236
WICHITA BUSINESS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WILSON LIBRARY BULLETIN	12,698		12,698	12,936	13,342
WINES & VINES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WORLD OIL	2,561	35,128	37,689	37,747	38,009
WORLD TRADE MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
REFERENCE PERIODICALS					
BUSINESS PUBLICATION RATES AND DATA	6,293		6,293	6,542	6,712
COMMUNITY PUBLICATION RATES AND DATA	1,771		1,771	1,854	1,844
CONSUMER MAGAZINE AND AGRI-MEDIA RATES AND DATA	5,327		5,327	5,516	5,684
DATA SOURCES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
NEWSPAPER RATES AND DATA	5,292		5,292	5,491	5,673
THE POCKET LIST OF RAILROAD OFFICIALS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PRINT MEDIA EDITORIAL CALENDARS	1,119		1,119	1,234	
SPOT RADIO RATES AND DATA	3,634		3,634	3,751	3,948

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 6/30/88	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/87
SPOT TELEVISION RATES AND DATA	3,784		3,784	3,913	4,032
THOMAS REGISTER OF AMERICAN MANUFACTURERS AND THOMAS REGISTER CATALOG FILE 78TH (1988) EDITION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CANADA					
BUSINESS QUARTERLY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CANADIAN TRAVEL PRESS WEEKLY		19,166	19,166	18,484	17,696
CANADIAN UNDERWRITER	7,984		7,984	8,021	7,940
FINANCE	32,357		32,357	37,153	39,094
INFORMATIQUE & BUREAUTIQUE	11,796	9,537	21,333	20,742	19,185
LES AFFAIRES	86,054		86,054	90,739	93,767
MUNICIPAL WORLD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
OH&S CANADA	6,012		6,012	6,098	6,207
REVUE COMMERCE	37,704		37,704	37,219	37,673
TOURISME +, LE JOURNAL DES VOYAGES	785	5,498	6,283	5,805	5,529
FOREIGN					
WORLD EXECUTIVE'S DIGEST	41,391	22,528	63,919	38,249	65,788

Audit Bureau
of Circulations

Farm Publications
United States & Canada

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				6/30/88	12/31/87
U.S.					
AGWEEK	24,098	952	25,050	25,129	
AMERICAN AGRICULTURIST	47,371	4,072	51,443	47,306	48,377
AMERICAN VEGETABLE GROWER	26,145	11,187	37,332	36,552	36,110
ARIZONA FARMER-STOCKMAN	3,067		3,067	3,016	3,091
BEEF TODAY		200,690	200,690	190,027	180,110
CALIFORNIA FARMER	51,036		51,036	51,319	51,975
THE CATTLEMAN	17,721	1,534	19,255	19,585	19,971
COLORADO RANCHER AND FARMER	12,070	2,634	14,704	12,641	13,420
DAIRY TODAY		112,547	112,547	109,446	105,911
DROVERS JOURNAL	28,562	30,353	58,915	59,969	54,412
FARM JOURNAL	575,663	260,807	836,470	826,365	838,138
THE FARMER	107,532	5,237	112,769	115,077	118,459
FARMWEEK	27,939		27,939	28,044	27,333
THE FLORIDA CATTLEMAN AND LIVESTOCK JOURNAL	5,171	256	5,427	5,389	5,482
HBJ FARM PUBLICATIONS UNIT	571,605	35,503	607,108	590,833	
THE HIGH PLAINS JOURNAL	60,490	415	60,905	60,434	59,422
HOARD'S DAIRYMAN	135,718		135,718	140,234	143,665
HOGS TODAY		127,172	127,172	122,471	118,745
IDAHO FARMER-STOCKMAN	14,312		14,312	14,584	14,798
KANSAS FARMER	44,963	7,742	52,705	49,794	54,457
KENTUCKY FARMER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
MICHIGAN FARMER	56,176	943	57,119	57,659	58,138
MISSOURI RURALIST	63,375	2,844	66,219	63,536	62,739
MONTANA FARMER-STOCKMAN	20,961		20,961	21,602	22,131

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 6/30/88	12/31/87
THE NATIONAL FUTURE FARMER	402,159		402,159	406,334	414,249
NEBRASKA FARMER	45,588	3,553	49,141	46,930	48,337
THE OHIO FARMER	79,378	3,457	82,835	82,282	83,616
OKLAHOMA FARMER-STOCKMAN	47,987	4,352	52,339	51,162	52,996
OREGON FARME[illegible]CKMAN	15,124		15,124	15,568	16,028
PENNSYLVANIA FARMER	61,357	1,235	62,592	63,567	63,847
PRAIRIE FARMER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PROGRESSIVE FARMER	437,799	51,390	489,189	509,170	532,804
SUCCESSFUL FARMING	462,129	113,388	575,517	575,727	575,686
TEXAS FARMER-STOCKMAN	109,675	8,743	118,418	111,943	117,374
TOP PRODUCER		211,619	211,619	202,002	205,370
UTAH FARMER-STOCKMAN	6,089		6,089	6,295	6,429
WALLACES FARMER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WASHINGTON FARMER-STOCKMAN	20,947		20,947	22,367	20,966
WESTERN FARMER-STOCKMAN MAGAZINES	80,500		80,500	83,432	83,443
WESTERN LIVESTOCK JOURNAL	19,585		19,585	20,691	20,640
WISCONSIN AGRICULTURIST	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WYOMING STOCKMAN-FARMER	3,155	853	4,008	5,462	4,143
CANADA					
CATTLEMEN	37,240		37,240	38,765	39,045
COUNTRY GUIDE	196,867		196,867	213,722	217,338
COUNTRY LIFE IN BRITISH COLUMBIA	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
GRAINEWS	64,402		64,402	66,086	64,534
LA TERRE DE CHEZ NOUS	45,403		45,403	45,867	46,899
LE BULLETIN DES AGRICULTEURS	73,768		73,768	77,729	82,176
THE WESTERN PRODUCER	131,142		131,142	131,187	128,614

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	AGWEEK	AMERICAN AGRICULTURIST	AMERICAN VEGETABLE GROWER	ARIZONA FARMER-STOCKMAN
MAINE	1	1.990	572	3
NEW HAMPSHIRE		1.407	219	3
VERMONT	1	1.936	139	3
MASSACHUSETTS	4	2.474	884	10
RHODE ISLAND		345	132	2
CONNECTICUT	1	2.041	471	14
NEW ENGLAND	**7**	**10.193**	**2.417**	**35**
NEW YORK	22	29.570	2.391	31
NEW JERSEY	9	3.203	1.295	18
PENNSYLVANIA	6	4.218	2.245	52
MIDDLE ATLANTIC	**37**	**36.991**	**5.931**	**101**
OHIO	8		1.668	46
INDIANA	7		843	32
ILLINOIS	45		1.140	56
MICHIGAN	11		1.837	39
WISCONSIN	38		986	46
EAST NO. CENTRAL	**109**		**6.474**	**219**
MINNESOTA	8.827		790	70
IOWA	41		489	52
MISSOURI	31		566	30
NORTH DAKOTA	11.381		249	9
SOUTH DAKOTA	2.979		67	12
NEBRASKA	23		197	28
KANSAS	23		356	46
WEST NO. CENTRAL	**23.305**		**2.714**	**247**
DELAWARE	6		152	1
MARYLAND	4		589	5
DISTRICT OF COLUMBIA	27		44	2
VIRGINIA	10		716	14
WEST VIRGINIA	1		206	4
NORTH CAROLINA	2		854	19
SOUTH CAROLINA			314	12
GEORGIA	12		500	12
FLORIDA	17		1.456	7
SOUTH ATLANTIC	**79**		**4.831**	**76**
KENTUCKY			466	6
TENNESSEE	2		517	25
ALABAMA	1		310	18
MISSISSIPPI			194	5
EAST SO. CENTRAL	**3**		**1.487**	**54**
ARKANSAS	5		224	8
LOUISIANA			282	6
OKLAHOMA	3		272	22
TEXAS	27		1.098	62
WEST SO. CENTRAL	**35**		**1.876**	**98**
MONTANA	2.729		109	26
IDAHO	2		801	13
WYOMING	10		32	3
COLORADO	22		618	23
NEW MEXICO	3		229	107
ARIZONA	69		1.246	1.911
UTAH	3		157	13
NEVADA	2		67	13
MOUNTAIN	**2.840**		**3.259**	**2.109**
ALASKA	7		88	
WASHINGTON	13		676	30
OREGON	7		762	19
CALIFORNIA	42		5.727	340
HAWAII			244	3
PACIFIC	**69**		**7.497**	**392**
MISCELLANEOUS		720		
UNCLASSIFIED				
UNITED STATES	**26.484**	**47.904**	**36.486**	**3.331**
POSSESSIONS & OTHER AREAS			78	
U. S. & POSSESSIONS, ETC.	**26.484**	**47.904**	**36.564**	**3.331**
CANADA	242		957	2
FOREIGN	2	42	1.177	5
UNCLASSIFIED				52
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**26.728**	**47.946**	**38.698**	**3.390**

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	BEEF TODAY	CALIFORNIA FARMER	THE CATTLEMAN	COLORADO RANCHER AND FARMER
MAINE	93			
NEW HAMPSHIRE	44		1	
VERMONT	90		2	
MASSACHUSETTS	75		2	
RHODE ISLAND	9			
CONNECTICUT	79		7	
NEW ENGLAND	**390**		**12**	
NEW YORK	897		14	
NEW JERSEY	117		9	
PENNSYLVANIA	1,960		8	
MIDDLE ATLANTIC	**2,974**		**31**	
OHIO	3,507		27	
INDIANA	4,263		33	
ILLINOIS	8,884		60	
MICHIGAN	2,084		30	
WISCONSIN	3,143		16	
EAST NO. CENTRAL	**21,881**		**166**	
MINNESOTA	6,416		23	
IOWA	18,222		24	
MISSOURI	13,804		92	
NORTH DAKOTA	7,768		6	
SOUTH DAKOTA	11,975		13	
NEBRASKA	17,652		31	91
KANSAS	16,299		84	313
WEST NO. CENTRAL	**92,136**		**273**	**404**
DELAWARE	43		1	
MARYLAND	397		13	
DISTRICT OF COLUMBIA	10		16	
VIRGINIA	3,799		32	
WEST VIRGINIA	1,039		1	
NORTH CAROLINA	2,260		31	
SOUTH CAROLINA	1,218		14	
GEORGIA	3,808		28	
FLORIDA	1,923		85	
SOUTH ATLANTIC	**14,497**		**221**	
KENTUCKY	5,041		14	
TENNESSEE	4,357		49	
ALABAMA	3,794		37	
MISSISSIPPI	2,614		44	
EAST SO. CENTRAL	**15,806**		**144**	
ARKANSAS	3,455		96	
LOUISIANA	1,672		154	
OKLAHOMA	10,260		916	
TEXAS	16,842		16,449	
WEST SO. CENTRAL	**32,229**		**17,615**	
MONTANA	6,897		16	
IDAHO	3,329		4	
WYOMING	2,471		22	255
COLORADO	5,299		62	17,065
NEW MEXICO	1,162		146	83
ARIZONA	510	447	75	
UTAH	1,384		11	
NEVADA	471	805	3	
MOUNTAIN	**21,523**	**1,252**	**339**	**17,403**
ALASKA	24	11	5	
WASHINGTON	2,112		18	
OREGON	2,375	267	11	
CALIFORNIA	3,093	49,463	71	
HAWAII	22	76	22	
PACIFIC	**7,626**	**49,817**	**127**	
MISCELLANEOUS				308
UNCLASSIFIED		832		
UNITED STATES	**209,062**	**51,901**	**18,928**	**18,115**
POSSESSIONS & OTHER AREAS		4	4	
U. S. & POSSESSIONS, ETC.	**209,062**	**51,905**	**18,932**	**18,115**
CANADA		13	41	
FOREIGN		44	410	
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			5	
GRAND TOTAL	**209,062**	**51,962**	**19,388**	**18,115**

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	DAIRY TODAY	DROVERS JOURNAL	FARM JOURNAL	THE FARMER
MAINE	562	45	1,687	
NEW HAMPSHIRE	311	18	752	
VERMONT	1,740	46	2,205	
MASSACHUSETTS	446	58	1,382	
RHODE ISLAND	42	8	173	
CONNECTICUT	458	60	1,366	
NEW ENGLAND	**3,559**	**235**	**7,565**	
NEW YORK	10,083	518	18,201	
NEW JERSEY	408	73	2,338	
PENNSYLVANIA	9,565	643	25,730	
MIDDLE ATLANTIC	**20,056**	**1,234**	**46,269**	
OHIO	5,143	1,764	40,630	
INDIANA	2,575	1,914	40,150	
ILLINOIS	3,553	4,068	67,056	
MICHIGAN	5,150	877	26,292	
WISCONSIN	25,668	993	40,401	
EAST NO. CENTRAL	**42,089**	**9,616**	**214,529**	
MINNESOTA	12,852	1,924	54,527	68,359
IOWA	5,129	5,272	81,501	
MISSOURI	2,563	4,145	40,270	
NORTH DAKOTA	1,307	1,254	21,712	24,773
SOUTH DAKOTA	2,141	2,716	23,158	21,386
NEBRASKA	1,706	4,572	45,396	
KANSAS	1,534	3,068	40,006	
WEST NO. CENTRAL	**27,232**	**22,951**	**306,570**	**114,518**
DELAWARE	116	24	1,393	
MARYLAND	1,178	171	5,262	
DISTRICT OF COLUMBIA	1	45	66	
VIRGINIA	1,761	934	11,705	
WEST VIRGINIA	348	440	3,532	
NORTH CAROLINA	1,303	507	17,498	
SOUTH CAROLINA	375	355	5,594	
GEORGIA	787	813	12,687	
FLORIDA	375	653	5,019	
SOUTH ATLANTIC	**6,244**	**3,942**	**62,756**	
KENTUCKY	2,060	1,569	15,030	
TENNESSEE	1,801	1,292	15,179	
ALABAMA	385	728	9,198	
MISSISSIPPI	571	440	8,375	
EAST SO. CENTRAL	**4,817**	**4,029**	**47,782**	
ARKANSAS	530	944	11,796	
LOUISIANA	514	430	6,551	
OKLAHOMA	727	2,176	18,338	
TEXAS	1,371	3,812	35,809	
WEST SO. CENTRAL	**3,142**	**7,362**	**72,494**	
MONTANA	334	1,395	12,568	
IDAHO	1,251	979	10,027	
WYOMING	89	947	3,765	
COLORADO	571	1,810	12,179	
NEW MEXICO	108	632	2,447	
ARIZONA	142	393	2,071	
UTAH	803	745	3,226	
NEVADA	60	289	825	
MOUNTAIN	**3,358**	**7,190**	**47,108**	
ALASKA	21	21	154	
WASHINGTON	1,410	578	11,013	
OREGON	642	1,105	7,858	
CALIFORNIA	2,385	1,184	15,326	
HAWAII	10	29	107	
PACIFIC	**4,468**	**2,917**	**34,458**	
MISCELLANEOUS				
UNCLASSIFIED				1,527
UNITED STATES	**114,965**	**59,476**	**839,531**	**116,045**
POSSESSIONS & OTHER AREAS		14	13	
U. S. & POSSESSIONS, ETC.	**114,965**	**59,490**	**839,544**	**116,045**
CANADA		162	160	39
FOREIGN		17	220	1
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS		8	45	
GRAND TOTAL	**114,965**	**59,677**	**839,969**	**116,085**

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	FARMWEEK	THE FLORIDA CATTLEMAN AND LIVESTOCK JOURNAL	HBJ FARM PUBLICATIONS UNIT*	THE HIGH PLAINS JOURNAL
MAINE	7			5
NEW HAMPSHIRE	4			2
VERMONT	2	1		1
MASSACHUSETTS	16	4		7
RHODE ISLAND	2			
CONNECTICUT	15			12
NEW ENGLAND	**46**	**5**		**27**
NEW YORK	61	4		42
NEW JERSEY	9	6		14
PENNSYLVANIA	86	8		43
MIDDLE ATLANTIC	**156**	**18**		**99**
OHIO	5,286	7		68
INDIANA	18 745	4		64
ILLINOIS	420	13		161
MICHIGAN	214	4		34
WISCONSIN	38	6		59
EAST NO. CENTRAL	**24,703**	**34**		**386**
MINNESOTA	49	1		157
IOWA	52	4		826
MISSOURI	32	20		4,001
NORTH DAKOTA	11			199
SOUTH DAKOTA	23			669
NEBRASKA	18	6		9,668
KANSAS	21	5		23,150
WEST NO. CENTRAL	**206**	**36**		**38,670**
DELAWARE				8
MARYLAND	11	6		19
DISTRICT OF COLUMBIA	2	8		9
VIRGINIA	45	20		65
WEST VIRGINIA	71	1		6
NORTH CAROLINA	38	9		33
SOUTH CAROLINA	8	12		11
GEORGIA	20	96		23
FLORIDA	80	5,212		40
SOUTH ATLANTIC	**275**	**5,364**		**214**
KENTUCKY	2,292	4		29
TENNESSEE	484	15		46
ALABAMA	31	32		26
MISSISSIPPI	15	7		44
EAST SO. CENTRAL	**2,822**	**58**		**145**
ARKANSAS	6	2		197
LOUISIANA	10	7		40
OKLAHOMA	11	6		8,633
TEXAS	36	24		5,404
WEST SO. CENTRAL	**63**	**39**		**14,274**
MONTANA	6			154
IDAHO	2	1		81
WYOMING	4	2		347
COLORADO	14	10		6,204
NEW MEXICO	2	1		621
ARIZONA	8	5		115
UTAH	3	2		50
NEVADA	1	2		30
MOUNTAIN	**40**	**23**		**7,602**
ALASKA	1			10
WASHINGTON	9			59
OREGON	4	1		59
CALIFORNIA	26	7		207
HAWAII	1	3		2
PACIFIC	**41**	**11**		**337**
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**28,352**	**5,588**		**61,754**
POSSESSIONS & OTHER AREAS		11		
U. S. & POSSESSIONS, ETC.	**28,352**	**5,599**		**61,754**
CANADA		7		53
FOREIGN		26		20
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**28,352**	**5,632**		**61,827**

*See Individual Publications.

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	HOARD'S DAIRYMAN	HOGS TODAY	IDAHO FARMER-STOCKMAN	KANSAS FARMER
MAINE	774	32	1	
NEW HAMPSHIRE	571	13		
VERMONT	2,198	45		
MASSACHUSETTS	905	53	1	
RHODE ISLAND	95	4		
CONNECTICUT	840	38		
NEW ENGLAND	**5,383**	**185**	**2**	
NEW YORK	11,807	432	5	
NEW JERSEY	606	92	2	
PENNSYLVANIA	10,371	1,879	2	
MIDDLE ATLANTIC	**22,784**	**2,403**	**9**	
OHIO	6,647	5,797	4	
INDIANA	3,540	9,714	2	
ILLINOIS	3,822	14,090	6	
MICHIGAN	5,600	2,639	3	
WISCONSIN	23,170	3,798	7	
EAST NO. CENTRAL	**42,779**	**36,038**	**22**	
MINNESOTA	11,528	12,171	8	
IOWA	4,807	33,226	3	
MISSOURI	3,917	7,747	2	
NORTH DAKOTA	874	1,044	4	
SOUTH DAKOTA	1,272	5,450	2	
NEBRASKA	1,620	10,575	1	
KANSAS	2,251	4,125	4	55,605
WEST NO. CENTRAL	**26,269**	**74,338**	**24**	**55,605**
DELAWARE	142	108		
MARYLAND	1,691	355	2	
DISTRICT OF COLUMBIA	63	4	1	
VIRGINIA	2,113	817	2	
WEST VIRGINIA	444	135		
NORTH CAROLINA	1,373	2,097	1	
SOUTH CAROLINA	446	668		
GEORGIA	1,001	1,884	2	
FLORIDA	922	389	4	
SOUTH ATLANTIC	**8,195**	**6,457**	**12**	
KENTUCKY	3,579	1,710		
TENNESSEE	2,543	1,675	3	
ALABAMA	479	759	1	
MISSISSIPPI	805	344	1	
EAST SO. CENTRAL	**7,406**	**4,488**	**5**	
ARKANSAS	1,251	395	1	
LOUISIANA	634	110	1	
OKLAHOMA	1,342	504	1	
TEXAS	2,875	978	10	
WEST SO. CENTRAL	**6,102**	**1,987**	**13**	
MONTANA	275	574	129	
IDAHO	827	281	13,454	
WYOMING	101	109	47	
COLORADO	627	675	11	
NEW MEXICO	221	55	2	
ARIZONA	283	126	19	
UTAH	491	87	114	
NEVADA	93	31	83	
MOUNTAIN	**2,918**	**1,938**	**13,859**	
ALASKA	70	8	10	
WASHINGTON	1,883	239	128	
OREGON	810	225	184	
CALIFORNIA	2,777	550	67	
HAWAII	38	21	1	
PACIFIC	**5,578**	**1,043**	**390**	
MISCELLANEOUS				929
UNCLASSIFIED				
UNITED STATES	**127,414**	**128,877**	**14,336**	**56,534**
POSSESSIONS & OTHER AREAS	202			
U. S. & POSSESSIONS, ETC.	**127,616**	**128,877**	**14,336**	**56,534**
CANADA	5,183		4	
FOREIGN	2,162			
UNCLASSIFIED			2	
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	72			
GRAND TOTAL	**135,033**	**128,877**	**14,342**	**56,534**

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	THE KENTUCKY FARMER*	MICHIGAN FARMER	MISSOURI RURALIST	MONTANA FARMER-STOCKMAN
MAINE				3
NEW HAMPSHIRE				
VERMONT				1
MASSACHUSETTS				1
RHODE ISLAND				
CONNECTICUT				5
NEW ENGLAND				**10**
NEW YORK				7
NEW JERSEY				5
PENNSYLVANIA				3
MIDDLE ATLANTIC				**15**
OHIO				6
INDIANA				7
ILLINOIS				14
MICHIGAN		57,347		4
WISCONSIN				9
EAST NO. CENTRAL		**57,347**		**40**
MINNESOTA				30
IOWA				14
MISSOURI			68,329	10
NORTH DAKOTA				90
SOUTH DAKOTA				58
NEBRASKA				15
KANSAS				13
WEST NO. CENTRAL			**68,329**	**230**
DELAWARE				
MARYLAND				3
DISTRICT OF COLUMBIA				1
VIRGINIA				2
WEST VIRGINIA				
NORTH CAROLINA				7
SOUTH CAROLINA				1
GEORGIA				5
FLORIDA				8
SOUTH ATLANTIC				**27**
KENTUCKY				2
TENNESSEE				2
ALABAMA				5
MISSISSIPPI				
EAST SO. CENTRAL				**9**
ARKANSAS				1
LOUISIANA				1
OKLAHOMA				9
TEXAS				15
WEST SO. CENTRAL				**26**
MONTANA				18,623
IDAHO				96
WYOMING				1,450
COLORADO				28
NEW MEXICO				6
ARIZONA				40
UTAH				16
NEVADA				24
MOUNTAIN				**20,283**
ALASKA				13
WASHINGTON				186
OREGON				72
CALIFORNIA				48
HAWAII				1
PACIFIC				**320**
MISCELLANEOUS		652	1,022	
UNCLASSIFIED				
UNITED STATES		**57,999**	**69,351**	**20,960**
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.		**57,999**	**69,351**	**20,960**
CANADA				17
FOREIGN				
UNCLASSIFIED				1
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL		**57,999**	**69,351**	**20,978**

*Publisher's Statement Not Filed By Press Time.

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	THE NATIONAL FUTURE FARMER	NEBRASKA FARMER	THE OHIO FARMER	OKLAHOMA FARMER-STOCKMAN
MAINE	272			
NEW HAMPSHIRE	774			
VERMONT	575			
MASSACHUSETTS	1,009			
RHODE ISLAND	225			
CONNECTICUT	1,566			
NEW ENGLAND	**4,421**			
NEW YORK	5,047			
NEW JERSEY	1,753			
PENNSYLVANIA	9,528			
MIDDLE ATLANTIC	**16,328**			
OHIO	20,648		85,566	
INDIANA	9,252			
ILLINOIS	12,378			
MICHIGAN	6,869			
WISCONSIN	17,696			
EAST NO. CENTRAL	**66,843**		**85,566**	
MINNESOTA	10,729			
IOWA	11,507	163		
MISSOURI	15,765			
NORTH DAKOTA	5,312			
SOUTH DAKOTA	3,253	123		
NEBRASKA	6,084	51,408		
KANSAS	1,452	328		
WEST NO. CENTRAL	**54,102**	**52,022**		
DELAWARE	889			
MARYLAND	2,070			
DISTRICT OF COLUMBIA	206			
VIRGINIA	13,784			
WEST VIRGINIA	3,597			
NORTH CAROLINA	14,404			
SOUTH CAROLINA	4,448			
GEORGIA	11,614			
FLORIDA	11,510			
SOUTH ATLANTIC	**62,522**			
KENTUCKY	10,531			
TENNESSEE	12,164			
ALABAMA	21,485			
MISSISSIPPI	7,131			
EAST SO. CENTRAL	**51,311**			
ARKANSAS	12,504			147
LOUISIANA	9,538			
OKLAHOMA	17,295			54,341
TEXAS	47,251			
WEST SO. CENTRAL	**86,588**			**54,488**
MONTANA	1,797			
IDAHO	3,028			
WYOMING	1,333	66		
COLORADO	3,423	511		
NEW MEXICO	2,985			
ARIZONA	2,759			
UTAH	2,209			
NEVADA	531			
MOUNTAIN	**18,065**	**577**		
ALASKA	146			
WASHINGTON	5,891			
OREGON	3,349			
CALIFORNIA	24,368			
HAWAII	499			
PACIFIC	**34,253**			
MISCELLANEOUS		511	1,222	1,284
UNCLASSIFIED				
UNITED STATES	**394,433**	**53,110**	**86,788**	**55,772**
POSSESSIONS & OTHER AREAS	1,798			
U. S. & POSSESSIONS, ETC.	**396,231**	**53,110**	**86,788**	**55,772**
CANADA	8			
FOREIGN	38			
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**396,277**	**53,110**	**86,788**	**55,772**

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	OREGON FARMER-STOCKMAN	PENNSYLVANIA FARMER	PRAIRIE FARMER*	PROGRESSIVE FARMER
MAINE	1			
NEW HAMPSHIRE	1			
VERMONT				
MASSACHUSETTS				
RHODE ISLAND				
CONNECTICUT	1			
NEW ENGLAND	**3**			
NEW YORK	9			
NEW JERSEY	3	2,536		
PENNSYLVANIA	1	50.610		
MIDDLE ATLANTIC	**13**	**53,146**		
OHIO	1			6,812
INDIANA	1			6,194
ILLINOIS	4			8,354
MICHIGAN				598
WISCONSIN	6			617
EAST NO. CENTRAL	**12**			**22,575**
MINNESOTA	7			383
IOWA	3			3,878
MISSOURI	4			18,593
NORTH DAKOTA	5			
SOUTH DAKOTA				
NEBRASKA	3			574
KANSAS	4			8,328
WEST NO. CENTRAL	**26**			**31,756**
DELAWARE		793		1,480
MARYLAND	1	5.461		7,267
DISTRICT OF COLUMBIA				59
VIRGINIA	3			26,416
WEST VIRGINIA	1	3,296		7,996
NORTH CAROLINA	3			43,681
SOUTH CAROLINA				15,943
GEORGIA	4			30,873
FLORIDA	1			16,911
SOUTH ATLANTIC	**13**	**9.550**		**150,626**
KENTUCKY				27,903
TENNESSEE	1			35,409
ALABAMA	4			31,712
MISSISSIPPI				28,338
EAST SO. CENTRAL	**5**			**123,362**
ARKANSAS	1			26,619
LOUISIANA				20,571
OKLAHOMA	2			26,319
TEXAS	11			94,025
WEST SO. CENTRAL	**14**			**167,534**
MONTANA	37			
IDAHO	59			
WYOMING	5			
COLORADO	7			589
NEW MEXICO	3			2,631
ARIZONA	9			1,604
UTAH	6			
NEVADA	55			
MOUNTAIN	**181**			**4,824**
ALASKA	17			39
WASHINGTON	153			
OREGON	14,668			
CALIFORNIA	91			815
HAWAII				11
PACIFIC	**14,929**			**865**
MISCELLANEOUS		726		967
UNCLASSIFIED				
UNITED STATES	**15,196**	**63,422**		**502,509**
POSSESSIONS & OTHER AREAS				6
U. S. & POSSESSIONS, ETC.	**15,196**	**63,422**		**502,515**
CANADA	2			41
FOREIGN				198
UNCLASSIFIED	1			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				81
GRAND TOTAL	**15,199**	**63,422**		**502,835**

*Publisher's Statement Not Filed By Press Time.

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	SUCCESSFUL FARMING	TEXAS FARMER-STOCKMAN	TOP PRODUCER	UTAH FARMER-STOCKMAN	WALLACES FARMER*
MAINE	195		84		
NEW HAMPSHIRE	112		37		
VERMONT	373		153		
MASSACHUSETTS	277		52		
RHODE ISLAND	31		8		
CONNECTICUT	271		102		
NEW ENGLAND	**1,259**		**436**		
NEW YORK	8,534		2,294	3	
NEW JERSEY	667		259	2	
PENNSYLVANIA	10,317		1,857	1	
MIDDLE ATLANTIC	**19,518**		**4,410**	**6**	
OHIO	26,666		7,874		
INDIANA	32,682		11,602		
ILLINOIS	60,922		23,430	3	
MICHIGAN	18,528		5,430		
WISCONSIN	29,337		4,964	2	
EAST NO. CENTRAL	**168,135**		**53,300**	**5**	
MINNESOTA	47,401		13,800	3	
IOWA	55,945		22,761	1	
MISSOURI	29,514		9,779	2	
NORTH DAKOTA	23,015		9,749		
SOUTH DAKOTA	22,698		10,587		
NEBRASKA	30,064		17,287	2	
KANSAS	26,122		14,538	1	
WEST NO. CENTRAL	**234,759**		**98,501**	**9**	
DELAWARE	858		361		
MARYLAND	2,362		947	2	
DISTRICT OF COLUMBIA	58		5		
VIRGINIA	4,225		1,519		
WEST VIRGINIA	371		154	1	
NORTH CAROLINA	11,093		2,822	1	
SOUTH CAROLINA	5,896		1,300	1	
GEORGIA	13,041		2,397	2	
FLORIDA	3,675		686		
SOUTH ATLANTIC	**41,579**		**10,191**	**7**	
KENTUCKY	7,669		2,457	2	
TENNESSEE	10,572		2,365		
ALABAMA	8,873		1,467		
MISSISSIPPI	7,378		2,509		
EAST SO. CENTRAL	**34,492**		**8,798**	**2**	
ARKANSAS	9,085		3,922		
LOUISIANA	4,619	75	2,043	4	
OKLAHOMA	6,292		5,850	2	
TEXAS	25,195	124,059	10,129	5	
WEST SO. CENTRAL	**45,191**	**124,134**	**21,944**	**11**	
MONTANA	6,954		4,830	12	
IDAHO	3,584		2,399	15	
WYOMING	2,281		1,018	150	
COLORADO	7,097		3,863	11	
NEW MEXICO	542	1,283	583	3	
ARIZONA	702		352	14	
UTAH	518		581	5,684	
NEVADA	195		214	126	
MOUNTAIN	**21,873**	**1,283**	**13,840**	**6,015**	
ALASKA	101		18	2	
WASHINGTON	3,606		2,221	13	
OREGON	3,092		1,295	3	
CALIFORNIA	2,048		2,456	34	
HAWAII	70		6		
PACIFIC	**8,917**		**5,996**	**52**	
MISCELLANEOUS		981			
UNCLASSIFIED					
UNITED STATES	**575,723**	**126,398**	**217,416**	**6,107**	
POSSESSIONS & OTHER AREAS	6				
U. S. & POSSESSIONS, ETC.	**575,729**	**126,398**	**217,416**	**6,107**	
CANADA	353			2	
FOREIGN	313				
UNCLASSIFIED				1	
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	52				
GRAND TOTAL	**576,447**	**126,398**	**217,416**	**6,110**	

*Publisher's Statement Not Filed By Press Time.

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	WASHINGTON FARMER-STOCKMAN	WESTERN FARMER-STOCKMAN MAGAZINES	WESTERN LIVESTOCK JOURNAL	WISCONSIN AGRICULTURIST*	WYOMING STOCKMAN-FARMER
MAINE		8	8		
NEW HAMPSHIRE	2	6	7		
VERMONT		4	3		
MASSACHUSETTS		12	13		
RHODE ISLAND	1	3			
CONNECTICUT	2	22	13		
NEW ENGLAND	**5**	**55**	**44**		
NEW YORK	2	57	40		
NEW JERSEY	3	33	16		
PENNSYLVANIA	2	61	46		
MIDDLE ATLANTIC	**7**	**151**	**102**		
OHIO	2	59	76		
INDIANA		42	77		
ILLINOIS	9	92	186		
MICHIGAN		46	47		
WISCONSIN	3	73	55		
EAST NO. CENTRAL	**14**	**312**	**441**		
MINNESOTA	6	124	157		
IOWA	6	79	285		
MISSOURI	7	55	277		
NORTH DAKOTA	2	110	222		
SOUTH DAKOTA	2	74	344		29
NEBRASKA	6	55	740		52
KANSAS	2	70	730		
WEST NO. CENTRAL	**31**	**567**	**2,755**		**81**
DELAWARE		1	2		
MARYLAND	2	15	17		
DISTRICT OF COLUMBIA	2	6	9		
VIRGINIA	4	25	34		
WEST VIRGINIA	1	7	7		
NORTH CAROLINA	2	33	42		
SOUTH CAROLINA		14	11		
GEORGIA		25	36		
FLORIDA	3	23	62		
SOUTH ATLANTIC	**14**	**149**	**220**		
KENTUCKY		10	43		
TENNESSEE	3	34	70		
ALABAMA		28	58		
MISSISSIPPI		6	27		
EAST SO. CENTRAL	**3**	**78**	**198**		
ARKANSAS		11	97		
LOUISIANA	1	13	60		
OKLAHOMA	3	39	765		
TEXAS	7	110	1,234		
WEST SO. CENTRAL	**11**	**173**	**2,156**		
MONTANA	86	18,913	666		7
IDAHO	129	13,766	803		3
WYOMING	7	1,662	600		2,996
COLORADO	5	85	1,358		71
NEW MEXICO		121	343		
ARIZONA	20	2,013	583		
UTAH	14	5,847	520		9
NEVADA	9	310	758		
MOUNTAIN	**270**	**42,717**	**5,631**		**3,086**
ALASKA	14	56	14		
WASHINGTON	20,434	20,944	767		
OREGON	110	15,056	1,765		
CALIFORNIA	53	633	6,037		
HAWAII	1	6	27		
PACIFIC	**20,612**	**36,695**	**8,610**		
MISCELLANEOUS					
UNCLASSIFIED	36	93			71
UNITED STATES	**21,003**	**80,990**	**20,157**		**3,238**
POSSESSIONS & OTHER AREAS					
U. S. & POSSESSIONS, ETC.	**21,003**	**80,990**	**20,157**		**3,238**
CANADA	7	34	188		
FOREIGN	2	7	17		
UNCLASSIFIED					
MILITARY OR CIVILIAN PERSONNEL OVERSEAS					
GRAND TOTAL	**21,012**	**81,031**	**20,362**		**3,238**

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	FARM JOURNAL - CROP EDITIONS ONLY			
	CORN MARKET	CORN MARKET-NORTH	CORN MARKET-SOUTH	WHEAT MARKET
MAINE	1,687	1,687		
NEW HAMPSHIRE	752	752		
VERMONT	2,205	2,205		
MASSACHUSETTS	1,382	1,382		
RHODE ISLAND	173	173		
CONNECTICUT	1,366	1,366		
NEW ENGLAND	**7,565**	**7,565**		
NEW YORK	18,201	18,201		
NEW JERSEY	2,338	2,338		
PENNSYLVANIA	25,730	25,730		
MIDDLE ATLANTIC	**46,269**	**46,269**		
OHIO	40,630	40,630		
INDIANA	40,150	40,150		
ILLINOIS	67,056	67,056		
MICHIGAN	26,292	26,292		
WISCONSIN	40,401	40,401		
EAST NO. CENTRAL	**214,529**	**214,529**		
MINNESOTA	54,527	54,527		54,527
IOWA	81,501	81,501		
MISSOURI	40,270	40,270		
NORTH DAKOTA	21,712	21,712		21,712
SOUTH DAKOTA	23,158	23,158		23,158
NEBRASKA	45,396	45,396		45,396
KANSAS	40,006	40,006		40,006
WEST NO. CENTRAL	**306,570**	**306,570**		**184,799**
DELAWARE	1,393	1,393		
MARYLAND	5,262	5,262		
DISTRICT OF COLUMBIA	66	66		
VIRGINIA	11,705		11,705	
WEST VIRGINIA	3,532		3,532	
NORTH CAROLINA	17,498		17,498	
SOUTH CAROLINA	5,594		5,594	
GEORGIA	12,687		12,687	
FLORIDA	5,019		5,019	
SOUTH ATLANTIC	**62,756**	**6,721**	**56,035**	
KENTUCKY	15,030		15,030	
TENNESSEE	15,179		15,179	
ALABAMA	9,198		9,198	
MISSISSIPPI				
EAST SO. CENTRAL	**39,407**		**39,407**	
ARKANSAS				
LOUISIANA				
OKLAHOMA				18,338
TEXAS				35,809
WEST SO. CENTRAL				**54,147**
MONTANA				12,568
IDAHO				10,027
WYOMING				3,765
COLORADO	12,179	12,179		12,179
NEW MEXICO				2,447
ARIZONA				
UTAH				3,226
NEVADA				
MOUNTAIN	**12,179**	**12,179**		**44,212**
ALASKA				154
WASHINGTON				11,013
OREGON				7,858
CALIFORNIA				
HAWAII				
PACIFIC				**19,025**
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**689,275**	**593,833**	**95,442**	**302,183**
POSSESSIONS & OTHER AREAS	13	13		13
U. S. & POSSESSIONS, ETC.	**689,288**	**593,846**	**95,442**	**302,196**
CANADA	160	160		160
FOREIGN	220	220		220
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	45	45		45
GRAND TOTAL	**689,713**	**594,271**	**95,442**	**302,621**

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	FARM JOURNAL - CROP EDITIONS ONLY			
	SOYBEAN MARKET	SOYBEAN MARKET-NORTH	SOYBEAN MARKET-SOUTH	SORGHUM MARKET
MAINE				
NEW HAMPSHIRE				
VERMONT				
MASSACHUSETTS				
RHODE ISLAND				
CONNECTICUT				
NEW ENGLAND				
NEW YORK				
NEW JERSEY	2,338		2,338	
PENNSYLVANIA				
MIDDLE ATLANTIC	**2,338**		**2,338**	
OHIO	40,630	40,630		
INDIANA	40,150	40,150		
ILLINOIS	67,056	67,056		
MICHIGAN	26,292	26,292		
WISCONSIN				
EAST NO. CENTRAL	**174,128**	**174,128**		
MINNESOTA	54,527	54,527		
IOWA	81,501	81,501		
MISSOURI	40,270	40,270		40,270
NORTH DAKOTA	21,712	21,712		21,712
SOUTH DAKOTA	23,158	23,158		23,158
NEBRASKA	45,396	45,396		45,396
KANSAS	40,006	40,006		40,006
WEST NO. CENTRAL	**306,570**	**306,570**		**170,542**
DELAWARE	1,393		1,393	
MARYLAND	5,262		5,262	
DISTRICT OF COLUMBIA	66		66	
VIRGINIA	11,705		11,705	
WEST VIRGINIA	3,532		3,532	
NORTH CAROLINA	17,498		17,498	
SOUTH CAROLINA	5,594		5,594	
GEORGIA	12,687		12,687	
FLORIDA	5,019		5,019	
SOUTH ATLANTIC	**62,756**		**62,756**	
KENTUCKY	15,030		15,030	
TENNESSEE	15,179		15,179	
ALABAMA	9,198		9,198	
MISSISSIPPI	8,375		8,375	8,375
EAST SO. CENTRAL	**47,782**		**47,782**	**8,375**
ARKANSAS	11,796		11,796	11,796
LOUISIANA	6,551		6,551	6,551
OKLAHOMA				18,338
TEXAS				35,809
WEST SO. CENTRAL	**18,347**		**18,347**	**72,494**
MONTANA				
IDAHO				
WYOMING				
COLORADO				12,179
NEW MEXICO				2,447
ARIZONA				
UTAH				
NEVADA				
MOUNTAIN				**14,626**
ALASKA				
WASHINGTON				
OREGON				
CALIFORNIA				
HAWAII				
PACIFIC				
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**611,921**	**480,698**	**131,223**	**266,037**
POSSESSIONS & OTHER AREAS	13	13		
U. S. & POSSESSIONS, ETC.	**611,934**	**480,711**	**131,223**	**266,037**
CANADA	160	160		
FOREIGN	220	220		
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	45	45		
GRAND TOTAL	**612,359**	**481,136**	**131,223**	**266,037**

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

		SUCCESSFUL FARMING LIVESTOCK INVOLVEMENT PAID	
	HOG	BEEF	DAIRY
MAINE	44	77	70
NEW HAMPSHIRE	39	51	54
VERMONT	38	89	273
MASSACHUSETTS	69	106	128
RHODE ISLAND	10	15	8
CONNECTICUT	65	98	112
NEW ENGLAND	**265**	**436**	**645**
NEW YORK	1,616	3,216	5,360
NEW JERSEY	151	216	196
PENNSYLVANIA	3,380	6,794	5,651
MIDDLE ATLANTIC	**5,147**	**10,226**	**11,207**
OHIO	9,755	12,913	6,330
INDIANA	13,619	14,979	4,795
ILLINOIS	25,013	31,469	9,372
MICHIGAN	5,200	8,096	5,521
WISCONSIN	9,980	20,463	21,713
EAST NO. CENTRAL	**63,567**	**87,920**	**47,731**
MINNESOTA	22,805	26,241	18,716
IOWA	35,901	35,001	9,302
MISSOURI	15,909	23,668	7,815
NORTH DAKOTA	3,989	11,064	3,014
SOUTH DAKOTA	12,612	16,718	8,399
NEBRASKA	13,306	20,382	3,289
KANSAS	15,437	21,432	8,716
WEST NO. CENTRAL	**119,959**	**154,506**	**59,251**
DELAWARE	41	45	33
MARYLAND	103	145	111
DISTRICT OF COLUMBIA	17	21	15
VIRGINIA	209	291	176
WEST VIRGINIA	48	68	44
NORTH CAROLINA	194	222	138
SOUTH CAROLINA	74	95	58
GEORGIA	154	200	103
FLORIDA	233	301	191
SOUTH ATLANTIC	**1,073**	**1,388**	**869**
KENTUCKY	294	433	204
TENNESSEE	303	419	220
ALABAMA	125	196	94
MISSISSIPPI	86	109	67
EAST SO. CENTRAL	**808**	**1,157**	**585**
ARKANSAS	167	234	134
LOUISIANA	68	96	60
OKLAHOMA	240	576	223
TEXAS	572	900	490
WEST SO. CENTRAL	**1,047**	**1,806**	**907**
MONTANA	2,011	4,769	1,128
IDAHO	1,264	2,580	1,115
WYOMING	622	1,786	488
COLORADO	2,042	4,913	1,227
NEW MEXICO	69	143	52
ARIZONA	225	329	139
UTAH	126	308	139
NEVADA	44	107	37
MOUNTAIN	**6,403**	**14,935**	**4,325**
ALASKA	33	53	30
WASHINGTON	647	1,819	627
OREGON	734	1,822	594
CALIFORNIA	565	919	485
HAWAII	31	31	19
PACIFIC	**2,010**	**4,644**	**1,755**
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	**200,279**	**277,018**	**127,275**
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	**200,279**	**277,018**	**127,275**
CANADA			
FOREIGN			
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	**200,279**	**277,018**	**127,275**

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	SUCCESSFUL FARMING LIVESTOCK EDITIONS NON-PAID		
	HOG	BEEF	DAIRY
MAINE			
NEW HAMPSHIRE			
VERMONT			
MASSACHUSETTS			
RHODE ISLAND			
CONNECTICUT			
NEW ENGLAND			
NEW YORK			
NEW JERSEY			
PENNSYLVANIA			
MIDDLE ATLANTIC			
OHIO			
INDIANA			
ILLINOIS			
MICHIGAN			
WISCONSIN			
EAST NO. CENTRAL			
MINNESOTA			
IOWA			
MISSOURI			
NORTH DAKOTA			
SOUTH DAKOTA			
NEBRASKA			
KANSAS			
WEST NO. CENTRAL			
DELAWARE	120	521	43
MARYLAND	335	1,262	294
DISTRICT OF COLUMBIA			
VIRGINIA	889	2,946	449
WEST VIRGINIA	62	194	54
NORTH CAROLINA	1,685	7,883	367
SOUTH CAROLINA	901	4,468	237
GEORGIA	2,128	9,774	374
FLORIDA	361	2,127	35
SOUTH ATLANTIC	**6,481**	**29,175**	**1,853**
KENTUCKY	1,131	4,740	432
TENNESSEE	1,954	7,004	630
ALABAMA	1,451	6,418	363
MISSISSIPPI	661	5,425	145
EAST SO. CENTRAL	**5,197**	**23,587**	**1,570**
ARKANSAS	1,005	5,802	58
LOUISIANA	438	3,571	35
OKLAHOMA	810	4,624	62
TEXAS	3,077	17,535	208
WEST SO. CENTRAL	**5,330**	**31,532**	**363**
MONTANA			
IDAHO			
WYOMING			
COLORADO			
NEW MEXICO		290	
ARIZONA			
UTAH			
NEVADA			
MOUNTAIN		**290**	
ALASKA			
WASHINGTON			
OREGON			
CALIFORNIA			
HAWAII			
PACIFIC			
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	**17,008**	**84,584**	**3,786**
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	**17,008**	**84,584**	**3,786**
CANADA			
FOREIGN			
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	**17,008**	**84,584**	**3,786**

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

			COUNTRY GUIDE DEMOGRAPHIC EDITIONS ONLY		
	CATTLEMEN	COUNTRY GUIDE	HOG GUIDE	DAIRY GUIDE	CORN-SOY GUIDE
NEWFOUNDLAND	33	311	18	42	
NOVA SCOTIA	510	4,158	227	545	
PRINCE EDWARD ISLAND	200	1,960	362	418	
NEW BRUNSWICK	697	5,048	241	539	
QUEBEC	1,013	4,026	244	721	4,026
ONTARIO	13,147	56,789	10,556	11,212	56,789
MANITOBA	3,223	22,265	2,679	2,221	
SASKATCHEWAN	6,104	42,155	3,616	2,890	
ALBERTA	10,668	43,462	5,275	4,123	
BRITISH COLUMBIA	2,114	9,101	509	920	
NORTHWEST TERRITORIES	10	81	1		
YUKON TERRITORY	7	82	1	1	
MISCELLANEOUS					
UNCLASSIFIED					
TOTAL CANADA	**37,726**	**189,438**	**23,729**	**23,632**	**60,815**
BRITISH COMMONWEALTH	3	17	2	2	
UNITED STATES	101	117	30	26	
FOREIGN	38	80	17	21	
UNCLASSIFIED					
MILITARY OR CIVILIAN PERSONNEL OVERSEAS					
GRAND TOTAL	**37,868**	**189,652**	**23,778**	**23,681**	**60,815**

	COUNTRY LIFE IN BRITISH COLUMBIA*	GRAINEWS	LA TERRE DE CHEZ NOUS	LE BULLETIN DES AGRICULTEURS	THE WESTERN PRODUCER
NEWFOUNDLAND		6	1	2	11
NOVA SCOTIA		39	2	3	105
PRINCE EDWARD ISLAND		39	3	2	42
NEW BRUNSWICK		26	284	1,619	108
QUEBEC		90	44,517	69,667	164
ONTARIO		974	578	1,967	2,267
MANITOBA		11,963	18	8	13,420
SASKATCHEWAN		28,095	5	9	70,100
ALBERTA		20,901	18	35	33,063
BRITISH COLUMBIA		1,568	4	7	11,359
NORTHWEST TERRITORIES		13		1	66
YUKON TERRITORY		13			106
MISCELLANEOUS					
UNCLASSIFIED					
TOTAL CANADA		**63,727**	**45,430**	**73,320**	**130,811**
BRITISH COMMONWEALTH					20
UNITED STATES		607	14	2	127
FOREIGN		194	59	24	20
UNCLASSIFIED					
MILITARY OR CIVILIAN PERSONNEL OVERSEAS					
GRAND TOTAL		**64,528**	**45,503**	**73,346**	**130,978**

*Publisher's Statement Not Filed By Press Time.

Audit Bureau
of Circulations

Religious Publications
United States & Canada

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PUBLICATION NAME	AVERAGES FOR 6 MONTHS ENDED 12/31/88			AVERAGES FOR 6 MOS. ENDED 12/31/87	% OF INCREASE OR DECREASE
	SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	TOTAL PAID	
U.S.					
CATHOLIC NEW YORK	131,406		131,406#	129,102	+1.8
JEWISH EXPONENT	51,614	18	51,632	50,316	+2.6
THE JEWISH NEWS	23,310		23,310	22,755	+2.4
THE JEWISH WEEK	87,569	876	88,445	86,001	+2.8
THE LONG ISLAND CATHOLIC	132,992		132,992#	135,035	-1.5
THE TABLET	77,303	20,848	98,151#	97,128	+1.1

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Audit Bureau of Circulations
900 North Meacham Road, Schaumburg, Illinois 60173-4968

March 10, 1989

SUPPLEMENT TO ABC PERIODICAL FAS-FAX

Circulation Averages for period ended December 31, 1988

This supplement provides circulation data on publications that filed their regular December 31, 1988 Publisher's Statements subsequent to preparations of FAS-FAX report.

Also, corrections to data shown in the original report have been included in the supplement. Figures underlined indicate corrections.

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
U.S.											
ADVENTURE ROAD	3	.50	1,484,100		1,484,100	1,523,806		1,523,806	-2.6		-2.6
AMERICANA	3	2.95	307,391	5,985	313,376	328,523	6,932	335,455	-6.4	-13.7	-6.6
ARCHIE COMIC GROUP	6			1,330,078	1,330,078		1,228,759	1,228,759		+8.2	+8.2
ARKANSAS TIMES MAGAZINE	6	1.95	29,110	3,015	32,125	28,356	4,368	32,724	+2.7	-31.0	-1.8
AUTOWEEK	26	1.25	223,772	4,110	227,882	194,118	4,403	198,521	+15.3	-6.7	+14.8
BACKPACKER	3	2.95	131,666	38,831	170,497	139,692	36,300	175,992	-5.7	+7.0	-3.1
BEAUTY DIGEST	3	1.95	196,331	80,795	277,126	189,145	78,558	267,703	+3.8	+2.8	+3.5
BUENHOGAR	12	2.50	6,743	9,072	15,815	6,129	8,775	14,904@	+10.0	+3.4	+6.1
BUSINESS FORMS & SYSTEMS	12	7.50	6,003		6,003	6,423		6,423	-6.5		-6.5
CONSUMERS DIGEST	3	2.00	706,004	53,710	759,714	704,222	52,692	756,914	+0.3	+1.9	+0.4
COSMOPOLITAN EN ESPANOL	6	2.50	10,224	24,462	34,686	7,916	23,162	31,078@	+29.2	+5.6	+11.6
CREATIVE IDEAS FOR LIVING	3	2.00	683,208	25,445	708,653	754,794	24,556	779,350	-9.5	+3.6	-9.1
DECORATING REMODELING	3	1.95	212,915	354,424	567,339	108,805	435,198	544,003	+95.7	-18.6	+4.3
DENVER MAGAZINE	6	2.00	12,105	1,954	14,059	11,481	2,043	13,524	+5.4	-4.4	+4.0
DOG WORLD	6	2.50	34,207	29,747	63,954	34,411	31,004	65,415	-0.6	-4.1	-2.2
EBONY	6	2.00	1,519,475	245,518	1,764,993	1,521,390	249,643	1,771,033	-0.1	-1.7	-0.3
THE ECONOMIST (NORTH AMERICAN EDITION)	26	3.00	134,546	12,027	146,573	121,721	10,978	132,699	+10.5	+9.6	+10.5
ENTREPRENEUR MAGAZINE	6	2.95	181,700	89,533	271,233	126,567	67,337	193,904	+43.6	+33.0	+39.9
FINE HOMEBUILDING	3	4.50	183,889	44,617	228,506	178,447	43,023	221,470	+3.0	+3.7	+3.2
FINE TUNING	6		55,507		55,507	53,804		53,804	+3.2		+3.2
FISHING FACTS	3	2.50	69,686	73,389	143,075	68,605	56,476	125,081	+1.6	+29.9	+14.4
FLORIDA HOME & GARDEN	6	2.50	33,713	5,605	39,318	18,251	2,504	20,755	+84.7	+123.8	+89.4
GAME & FISH MAGAZINE	6	1.95	250,450	132,086	382,536	268,855	142,757	411,612	-6.8	-7.5	-7.1
'GBH/THE MEMBERS' MAGAZINE	6		155,409		155,409	148,743		148,743	+4.5		+4.5

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
GEOMUNDO	6	3.00	6,414	3,364	9,778	4,227	3,289	7,516@	+51.7	+2.3	+30.1
GREAT LAKES FISHERMAN	3	2.95	20,387	4,078	24,465	24,793	5,657	30,450	-17.8	-27.9	-19.7
HARPER'S BAZAAR EN ESPANOL	5	2.95	2,423	2,930	5,353	1,336	2,699	4,035@	+81.4	+8.6	+32.7
HOMBRE DE MUNDO	6	2.50	2,511	2,052	4,563	1,763	2,513	4,276@	+42.4	-18.3	+6.7
HOME & AWAY	3	1.00	1,741,552		1,741,552	1,696,923		1,696,923	+2.6		+2.6
IDEAS PARA SU HOGAR	6	2.50	4,479	1,910	6,389	3,376	1,902	5,278@	+32.7	+0.4	+21.0
JET	26	1.25	690,972	161,941	852,913	651,673	154,647	806,320	+6.0	+4.7	+5.8
JUNIOR SCHOLASTIC	8		717,481		717,481	701,934		701,934	+2.2		+2.2
LEAR'S	3	3.00	233,816	95,159	328,975						
M. THE CIVILIZED MAN	6	3.00	106,902	48,696	155,598	84,939	53,266	138,205	+25.9	-8.6	+12.6
MATURE OUTLOOK	3	1.50	905,641		905,641	970,607		970,607	-6.7		-6.7
MECANICA POPULAR	6	2.50	3,276	1,544	4,820	2,335	1,445	3,780@	+40.3	+6.9	+27.5
MICHIGAN LIVING	6	1.00	1,026,579		1,026,579	990,890		990,890	+3.6		+3.6
NEW BODY	3	2.75		90,414	90,414		85,226	85,226		+6.1	+6.1
THE NEW REPUBLIC	23	2.25	94,222	5,497	99,719	90,490	5,483	95,973	+4.1	+0.3	+3.9
NEWSWEEK INTERNATIONAL (LATIN AMERICAN EDITION)	25		35,363	18,967	54,330	32,965	20,401	53,366	+7.3	-7.0	+1.8
NORTH AMERICAN HUNTER	6		193,659		193,659	140,468		140,468	+37.9		+37.9
OHIO FISHERMAN	3	2.95	20,841	2,723	23,564	24,195	5,891	30,086	-13.9	-53.8	-21.7
THE OLD HOUSE JOURNAL	3	3.95	104,322	13,335	117,657	98,243	10,572	108,815	+6.2	+26.1	+8.1
PENINSULA MAGAZINE	6	2.00	15,051	955	16,006	12,831	1,319	14,150	+17.3	-27.6	+13.1
PREMIERE	6	1.95	178,050	169,990	348,040						
PRIVATE CLUBS	3	3.00	143,805		143,805	82,774		82,774	+73.7		+73.7
SCHOLASTIC HIGH SCHOOL NETWORK			2,153,541		2,153,541	2,186,327		2,186,327	-1.5		-1.5
SCHOLASTIC MAGAZINES			2,871,022		2,871,022	2,888,261		2,888,261	-0.6		-0.6
SCIENCE	26	2.50	153,431		153,431	153,396		153,396	+0.0		+0.0

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
SCIENCE NEWS	26	1.00	207,036		207,036	196,073		196,073	+5.6		+5.6
THE SCIENCES	3	3.00	57,088	16,381	73,469	51,965	17,886	69,851	+9.9	-8.4	+5.2
SESAME STREET MAGAZINE	5	1.50	1,224,134	36,140*	1,260,274	1,119,491	193,165	1,312,656	+9.3	-81.3*	-4.0
SIERRA	3	2.50	373,320	6,580	379,900	326,725	7,591	334,316	+14.3	-13.3	+13.6
SOUTH FLORIDA	6	2.50	23,367	3,157	26,524	27,099	2,564	29,663	-13.8	+23.1	-10.6
SOUTHERN MAGAZINE	6	2.50	256,395	4,369	260,764	232,789	9,097	241,886	+10.1	-52.0	+7.8
SPANAMERICA MAGAZINE NETWORK			74,520	159,121	233,641	60,487	131,553	192,040@	+23.2	+21.0	+21.7
SPANAMERICAN MEN'S GROUP	6		12,201	6,960	19,161	8,325	7,247	15,572@	+46.6	-4.0	+23.0
SPANAMERICAN WOMEN'S GROUP			62,319	152,161	214,480	52,162	124,306	176,468@	+19.5	+22.4	+21.5
SPECTRUM	6		279,979		279,979	270,355		270,355	+3.6		+3.6
STREET & SMITH'S BASEBALL (1988 EDITION)	1	3.50		284,341	284,341		264,230	264,230@		+7.6	+7.6
TEACHING AND COMPUTERS	3	4.00	40,488		40,488	41,888		41,888	-3.3		-3.3
TU INTERNACIONAL	6	2.50	4,094	6,351	10,445	3,297	5,963	9,260@	+24.2	+6.5	+12.8
T.V. Y NOVELAS	13	1.50	11,230	74,040	85,270	6,964	50,862	57,826	+61.3	+45.6	+47.5
VANIDADES CONTINENTAL	13	2.95	22,623	26,636	49,259	22,683	24,257	46,940	-0.3	+9.8	+4.9
VICTORIA	3	2.50	382,504	300,600	683,104	56,400	378,739	435,139	+578.2	-20.6	+57.0
VISION-THE LATIN AMERICAN MAGAZINE	12	3.00	185,996	7,682	193,678	186,333	10,735	197,068	-0.2	-28.4	-1.7
"W"	13	2.50	240,922	18,699	259,621	201,749	26,651	228,400	+19.4	-29.8	+13.7
THE WALKING MAGAZINE	2	2.95	291,022	46,092	337,114	238,461	31,036	269,497	+22.0	+48.5	+25.1
WWF MAGAZINE	6	2.50	69,542	195,415	264,957	48,256	148,941	197,197	+44.1	+31.2	+34.4
CANADA											
CANADIAN LIVING'S FOOD MAGAZINE	3	3.50	53,171	87,810	140,981	30,421	115,513	145,934@	+74.8	-24.0	-3.4
EASTERN WOODS & WATERS	4	2.75	12,245	4,357	16,602	10,694	3,826	14,520	+14.5	+13.9	+14.3

* THIS PUBLICATION HAD SINGLE COPY SALES FOR ONLY ONE OF THE FIVE ISSUES

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE		
			SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
INSIDE HOCKEY	2	3.50	12,997	20,068	33,065						
SENTIER CHASSE-PECHE	6	3.00	53,985	15,820	69,805	51,818	17,121	68,939	+4.2	-7.6	+1.3
FOREIGN											
RITMO	12	1.50	503	6,760	7,263	461	6,686	7,147	+9.1	+1.1	+1.6
VEA	26	1.25	10,313	52,003	62,316	8,830	50,049	58,879	+16.8	+3.9	+5.8

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				6/30/88	12/31/87
U.S.					
AEROSOL AGE	2,266	4,448	6,714	6,576	6,517
ABA BANKING JOURNAL	31,340	3,043	34,383	38,816	38,560
AMERICAN GLASS REVIEW	898	546	1,444	1,459	1,514
AMERICAN HEALTH:FITNESS OF BODY AND MIND: WAITING ROOM EDITION		95,000	95,000	71,945@	71,621
THE AMERICAN JOURNAL OF CARDIOLOGY	20,803		20,803	26,487	27,564
THE AMERICAN JOURNAL OF MEDICINE	29,036		29,036	37,201	38,085
THE AMERICAN JOURNAL OF SURGERY	16,061		16,061	20,093	20,201
ANALYTICAL CHEMISTRY	26,650		26,650	26,285	26,929
ARMY	152,766		152,766	154,776	165,311
ARTS AND ACTIVITIES	25,433		25,433	22,893	24,114
AVIATION WEEK & SPACE TECHNOLOGY	143,497		143,497	139,676	143,632
BEVERAGE WORLD	11,455	19,086	30,541	30,411	30,117
BILLBOARD	46,946		46,946	46,675	46,817
BOXBOARD CONTAINERS	4,605	9,285	13,890	13,806	13,726
BROADCASTING-THE NEWSWEEKLY OF THE FIFTH ESTATE	32,928		32,928	33,170	33,265
BUSINESS JOURNAL OF NEW JERSEY	5,718	28,436	34,154	28,393	24,489
THE BUSINESS JOURNAL SERVING CHARLOTTE AND THE METROPOLITAN AREA	6,723		6,723	6,812	6,650
THE BUSINESS JOURNAL SERVING GREATER MILWAUKEE	12,148		12,148	12,210	12,490
THE BUSINESS JOURNAL-SERVING GREATER SACRAMENTO	12,583		12,583	12,192	11,837
THE BUSINESS JOURNAL SERVING SAN JOSE AND THE SANTA CLARA VALLEY	11,132		11,132	11,076	10,970
BUSINESS MONTH	37,224	387,919	425,143	375,043	301,546

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 6/30/88	12/31/87
CHEMICAL AND ENGINEERING NEWS	127,075		127,075	127,321	127,600
CHEMICAL WEEK	36,471	11,062	47,533	47,715	48,456
CINCINNATI BUSINESS COURIER	8,951		8,951	9,266	8,684
COMPUTERWORLD	131,214		131,214	132,870	123,010
CORPORATE REPORT MINNESOTA	10,671	6,947	17,618	19,620	19,016
CORPORATE TELEVISION		16,002	16,002	18,063	16,513
COSMETICS & TOILETRIES	3,163		3,163	2,907	3,075
DESIGN NEWS		170,020	170,020	170,033	170,062
DISCOUNT STORE NEWS	6,893	25,268	32,161	28,382	25,019
ELECTRICAL CONSTRUCTION & MAINTENANCE	16,085	85,309	101,394	101,437	101,145
ELECTRONIC SERVICING & TECHNOLOGY	39,915		39,915	39,514	41,178
ENERGY USER NEWS	10,923	2,921	13,844	10,545	12,146
FEEDSTUFFS	16,165	2,838	19,003	18,512	18,815
FINANCIAL ANALYSTS JOURNAL	20,689		20,689	20,212	19,951
FOOTWEAR NEWS	21,312		21,312	21,617	21,565
GEYER'S OFFICE DEALER	12,570	4,492	17,062	16,683	15,321
GIFTS & DECORATIVE ACCESSORIES	34,636		34,636	34,294	34,240
GRAIN AGE	323	8,213	8,536	8,102	8,025
HEALTHWEEK	16,474	51,791	68,265	66,971	
HOUSEWARES	2,449	11,550	13,999	14,042	14,146
HOUSTON BUSINESS JOURNAL	13,322	6,073	19,395	20,812	24,389
INTERIOR DESIGN	56,968		56,968	56,972	57,278
INTERNATIONAL CONTACT LENS CLINIC	3,614		3,614	3,623	13,145
JACKSONVILLE BUSINESS JOURNAL	7,832		7,832	8,825	9,159
THE JOURNAL OF ACCOUNTANCY	308,090		308,090	303,662	297,081

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				6/30/88	12/31/87
LP/GAS	5,552	9,657	15,209	15,293	15,238
LOCKSMITH LEDGER	19,817		19,817	18,775	18,489
MEDICINE AND SCIENCE IN SPORTS AND EXERCISE	14,516		14,516	14,667	14,513
MICHIGAN BEVERAGE NEWS	5,444	75	5,519	5,502	5,555
MOTOR	125,664		125,664	125,352	125,211
NATION'S RESTAURANT NEWS	87,544	6,785	94,329	93,061	93,031
NATIONAL DEFENSE	37,950	2,805	40,755	40,840	39,361
NATIONAL PETROLEUM NEWS	13,176		13,176	13,086	13,221
THE NATIONAL PROVISIONER	8,155		8,155	8,824	8,446
OPTICAL INDEX	4,102	13,804	17,906	17,469	17,118
PACIFIC BUSINESS NEWS	13,497		13,497	13,342	13,303
PERSONNEL JOURNAL	25,859		25,859	26,683	26,955
PHOTO DISTRICT NEWS	22,401	8,521	30,922	31,101	31,298
PIPELINE & GAS JOURNAL	3,561	20,493	24,054	24,063	24,129
PLASTICS ENGINEERING	26,803		26,803	26,673	23,238
PLAYTHINGS	10,518	3,851	14,369	13,988	13,929
THE POULTRY TIMES	13,302		13,302	11,963	12,320
PROFESSIONAL BUILDER	5,703	135,187	140,890	141,515	142,382
PROGRESSIVE ARCHITECTURE	74,345		74,345	73,809	71,962
PROVIDENCE BUSINESS NEWS	1,476	19,519	20,995	22,311	21,753
RESTAURANTS & INSTITUTIONS		139,507	139,507	138,810	138,064
RISK MANAGEMENT	10,236		10,236	10,157	10,290
ROOFING/SIDING/INSULATION	3,954	16,575	20,529	20,929	21,171
ST. LOUIS BUSINESS JOURNAL	17,072		17,072	17,770	18,294
SAN DIEGO BUSINESS JOURNAL	10,614	275	10,889	14,890	18,291

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				6/30/88	12/31/87
SCHOOL ARTS	19,081	2,793	21,874	21,070	21,375
SCHOOL BUSINESS AFFAIRS	6,068		6,068	6,078	6,105
SEA POWER	58,443	6,592	65,035	62,219	59,737
SEED TRADE NEWS	1,062	1,916	2,978	3,074	3,177
SEED WORLD	2,995	4,298	7,293	6,923	6,465
SHIPPING DIGEST	4,908		4,908	4,893	4,962
T.H.E. JOURNAL: TECHNOLOGICAL HORIZONS IN EDUCATION		96,844	96,844	95,500	85,104
TELEPHONY	23,855	16,568	40,423	39,815	34,818
TRAFFIC WORLD	10,004		10,004	10,027	10,134
TRAVEL AGENT MAGAZINE	24,474	29,319	53,793	44,723	42,589
TRAVEL WEEKLY	44,789		44,789	43,040	43,281
VIDEOGRAPHY	1,709	27,644	29,353	29,732	28,313
WATER & WASTES DIGEST		100,902	100,902	81,698@	74,314@
WICHITA BUSINESS JOURNAL	5,305		5,305	5,351	4,961
WINES & VINES	4,196		4,196	4,317	4,258
WORLD TRADE MAGAZINE	5,230	22,935	28,165	24,351	
REFERENCE PERIODICALS					
DATA SOURCES	13,204		13,204		15,003
THE POCKET LIST OF RAILROAD OFFICIALS	11,341		11,341	12,154	12,336
CANADA					
CANADIAN UNDERWRITER	7,990		7,990	8,021	7,940
MUNICIPAL WORLD	7,486	2,613	10,099	10,125	10,055

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				6/30/88	12/31/87
U.S.					
AGWEEK	24,134	952	25,086	25,129	—
PRAIRIE FARMER	118,807	42,773	161,580	145,137	136,996
WALLACES FARMER	61,401	82,586	143,987	106,723	83,802
WISCONSIN AGRICULTURIST	40,460	11,335	51,795	49,768	50,778

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	AGWEEK	PRAIRIE FARMER	WALLACES FARMER	WISCONSIN AGRICULTURIST
MAINE	1	3	1	1
NEW HAMPSHIRE		4	5	
VERMONT	1	2		2
MASSACHUSETTS	4	15	10	4
RHODE ISLAND		1		
CONNECTICUT	1	6	8	3
NEW ENGLAND	**7**	**31**	**24**	**10**
NEW YORK	10	73	23	5
NEW JERSEY	7	35	21	2
PENNSYLVANIA	4	136	27	9
MIDDLE ATLANTIC	**21**	**244**	**71**	**16**
OHIO	6	19,232	55	4
INDIANA	6	49,373	36	15
ILLINOIS	28	84,096	430	317
MICHIGAN	6	13,228	49	96
WISCONSIN	31	683	106	48,783
EAST NO. CENTRAL	**77**	**166,612**	**676**	**49,215**
MINNESOTA	8,681	82	28,128	127
IOWA	30	154	80,667	52
MISSOURI	22	668	13,607	9
NORTH DAKOTA	11,042	4	3,929	3
SOUTH DAKOTA	2,885	4	10,495	1
NEBRASKA	18	23	20,795	8
KANSAS	11	34	7,954.	4
WEST NO. CENTRAL	**22,689**	**969**	**165,575**	**204**
DELAWARE	6	5	2	1
MARYLAND	4	28	26	3
DISTRICT OF COLUMBIA	13	13	8	1
VIRGINIA	9	55	21	3
WEST VIRGINIA	1	9		2
NORTH CAROLINA	1	33	18	4
SOUTH CAROLINA		18	6	
GEORGIA	6	33	18	6
FLORIDA	14	408	88	33
SOUTH ATLANTIC	**54**	**602**	**187**	**53**
KENTUCKY		761	18	3
TENNESSEE	1	138	18	10
ALABAMA	1	34	5	
MISSISSIPPI		20	5	
EAST SO. CENTRAL	**2**	**953**	**46**	**13**
ARKANSAS	5	35	44	10
LOUISIANA		11	8	3
OKLAHOMA	2	29	21	3
TEXAS	26	109	110	9
WEST SO. CENTRAL	**33**	**184**	**183**	**25**
MONTANA	2,661	10	8	
IDAHO	2	4	4	2
WYOMING	10	4	7	2
COLORADO	18	61	66	6
NEW MEXICO	3	14	17	5
ARIZONA	69	92	135	27
UTAH	3	7	5	3
NEVADA	1	9	11	3
MOUNTAIN	**2,767**	**201**	**253**	**48**
ALASKA	7	4	3	1
WASHINGTON	13	19	21	9
OREGON	12	6	20	4
CALIFORNIA	35	146	180	18
HAWAII		5	1	2
PACIFIC	**67**	**180**	**225**	**34**
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**25,717**	**169,976**	**167,240**	**49,618**
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	**25,717**	**169,976**	**167,240**	**49,618**
CANADA	203	44	17	2
FOREIGN	2			
UNCLASSIFIED		9	10	
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**25,922**	**170,029**	**167,267**	**49,620**

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3/89

CORRECTION NOTICE

DECEMBER 31, 1988 PERIODICAL FAS-FAX

The following is a correction for Archie Comic Group. Figures for the six month period ended December 31, 1987 should not have been compared to those for the six month period ended December 31, 1988 due to a change in frequency from bimonthly to monthly.

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE		
			SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
ARCHIE COMIC GROUP	6			1,330,078	1,330,078		(1) 1,228,759	(1) 1,228,759		+8.25%	+8.25%

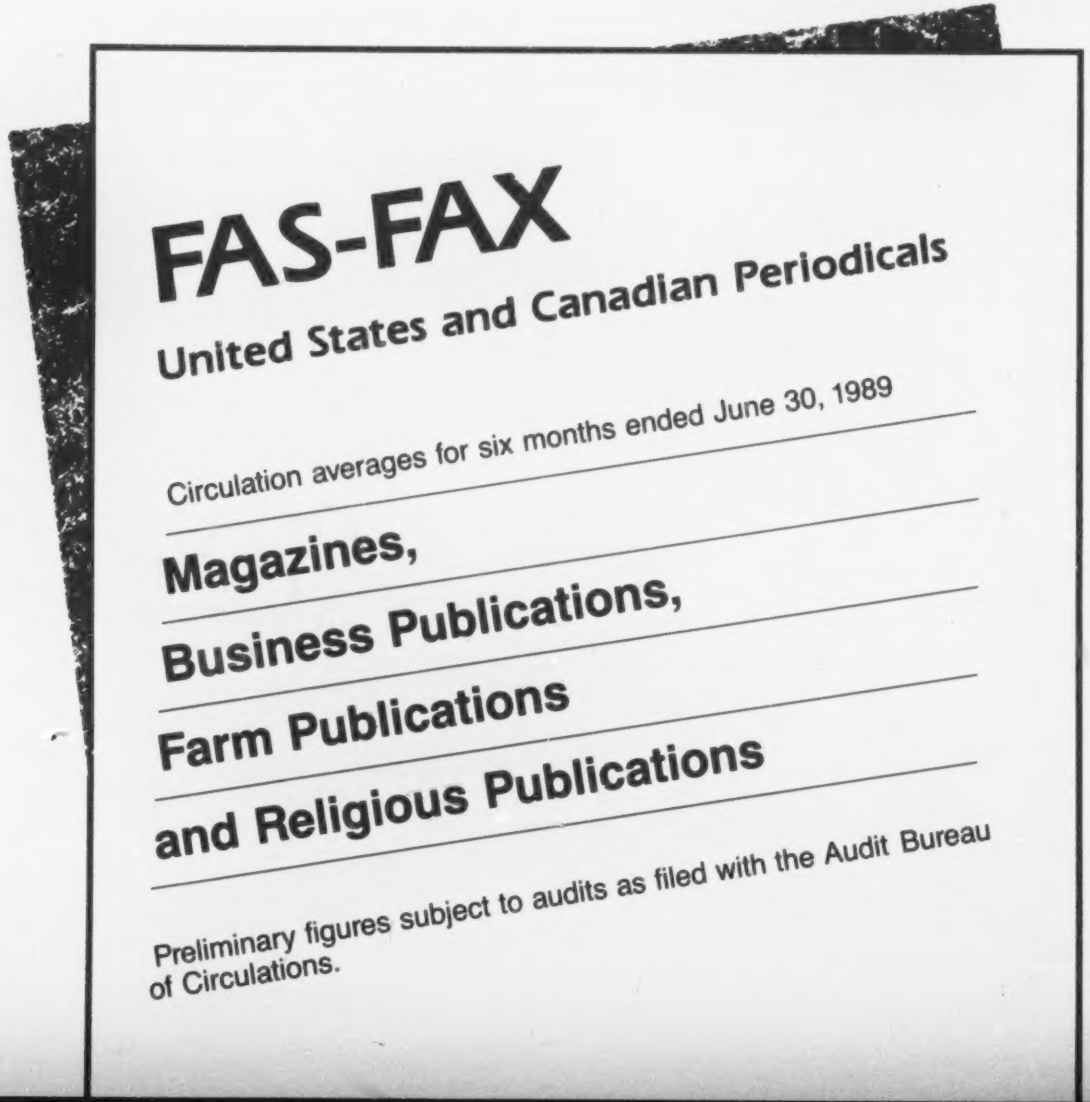
(1) Averages for the six month period ended December 31, 1987 formerly reported in FAS-FAX as 2,457,517 represented three issues. ARCHIE COMIC GROUP presently reports six issues for the six month period ended December 31, 1988. Revised single copy sales adjusted to report circulation on a comparable frequency; six issues. (2,457,517 ÷ 2)..

Audit Bureau of Circulations

2/20/89

A3385-3,

Audit Bureau of Circulations
900 North Meacham Road, Schaumburg, Illinois 60173-4968



FAS-FAX

United States and Canadian Periodicals

Circulation averages for six months ended June 30, 1989

Magazines,
Business Publications,
Farm Publications
and Religious Publications

Preliminary figures subject to audits as filed with the Audit Bureau of Circulations.

INFORMATION FOR THE USERS OF THIS REPORT

FAS-FAX for ABC Periodicals is divided into four sections: Magazines, Business Publications, Farm Publications and Religious Publications. Each section is color coded for easy identification and includes separate listings of U.S. and Canadian publications.

As in the case of all data filed with ABC, the figures are subject to confirmation by regularly scheduled audits. If there is a difference of 5% or more between the publisher's figures and the auditor's findings, then the comparison figures shown in FAS-FAX are adjusted to the auditor's findings. Additional detailed information for each listed publication is contained in its Publisher's Statement and Audit Report.

@ indicates that the comparison figures have been adjusted to the auditor's findings.

"Publisher's Statement Not Filed By Press Time" indicates that the Publisher's Statement has not been filed prior to the closing date of this issue of FAS-FAX.

The Farm Publications section includes a state or province breakdown for each publication. These breakdowns report the combined paid circulation and qualified non-paid circulation by geographic area. This is followed by a similar breakdown of those demographic editions reported in the Publisher's Statements.

Business Publications reporting on the Optional Paid Circulation (Ivory) Form and Request and Paid Circulation (Gray) Form report an analysis of nonpaid circulation to field served.

Religious Publications reporting on the Congregation-Wide Plan are identified with a cross-hatch symbol.

ABC welcomes your comments and suggestions concerning this report.

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Source: Audit Bureau of Circulations,
FAS-FAX Report - June 30, 1989.

Audit Bureau
of Circulations

Magazines
United States & Canada

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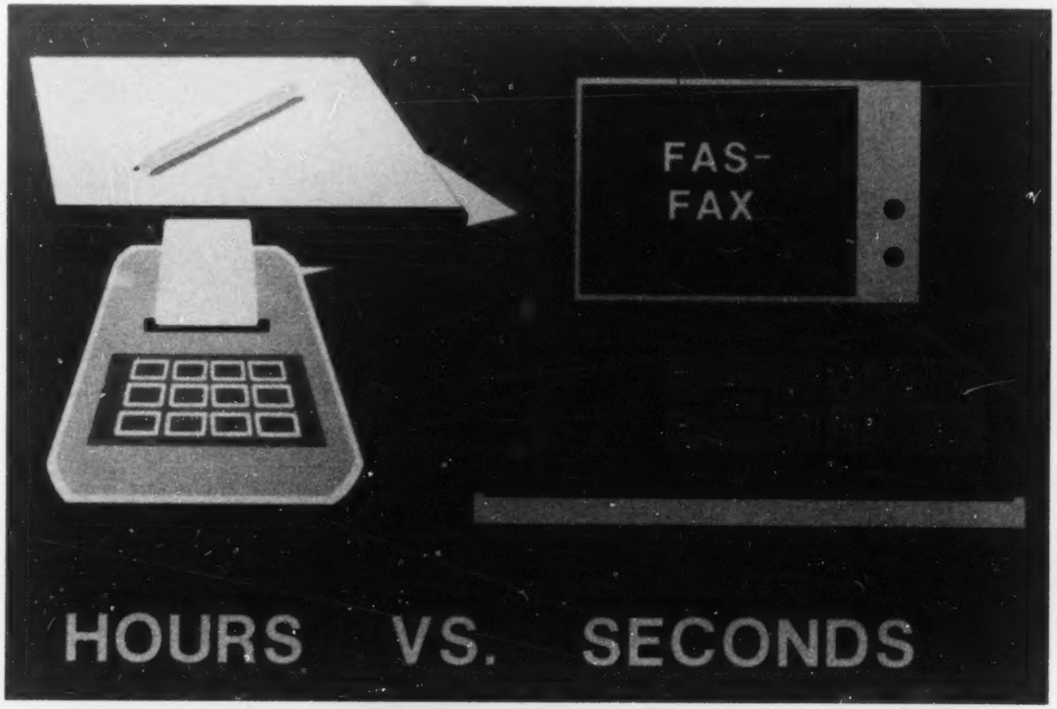

Audit Bureau
of Circulations

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/89			AVERAGES FOR SIX MONTHS ENDED 6/30/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
U.S.											
ADVENTURE ROAD			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
AIR & SPACE/SMITHSONIAN	3	3.50	295,910	16,621	312,531	292,186	13,727	305,913	+1.3	+21.1	+2.2
AIR FORCE TIMES	26	1.75	79,893	11,319	91,212	80,957	10,686	91,643	-1.3	+5.9	-0.5
THE AOPA PILOT			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
ALABAMA LIVING	6		240,934		240,934	234,615		234,615	+2.7		+2.7
ALASKA, THE MAGAZINE OF LIFE ON THE LAST FRONTIER	6	2.95	220,689	19,208	239,897	195,902	21,334	217,236	+12.7	-10.0	+10.4
ALFRED HITCHCOCK & ELLERY QUEEN MYSTERY MAGAZINES	6	2.00	400,006	37,715	437,721	397,618	39,767	437,385	+0.6	-5.2	+0.1
ALOHA, THE MAGAZINE OF HAWAII AND THE PACIFIC	3	3.95	46,760	9,024	55,784	49,260	8,932	58,192	-5.1	+1.0	-4.1
AMERICAN ARTIST	6	2.25	138,939	21,110	160,049	141,254	21,810	163,064	-1.6	-3.2	-1.8
AMERICAN DEMOGRAPHICS	6	5.00	33,208	1,520	34,728	27,700	67	27,767	+19.9	+2168.7	+25.1
AMERICAN FILM			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
AMERICAN HANDGUNNER	3	2.95	93,394	58,727	152,121	80,486	53,920	134,406	+16.0	+8.9	+13.2
AMERICAN HEALTH-FITNESS OF BODY AND MIND	5	1.95	974,678	73,397	1,048,075	882,882	69,078	951,960	+10.4	+6.3	+10.1
AMERICAN HERITAGE	4	4.50	269,153	7,948	277,101	230,653	7,587	238,240	+16.7	+4.8	+16.3
THE AMERICAN HUNTER	6	2.00	1,411,156		1,411,156	1,356,075		1,356,075	+4.1		+4.1
THE AMERICAN LAWYER	5	15.00	18,561	115	18,676	18,137	84	18,221	+2.3	+36.9	+2.5
THE AMERICAN LEGION AUXILIARY'S NATIONAL NEWS	3		821,696		821,696	785,289		785,289	+4.6		+4.6
THE AMERICAN LEGION MAGAZINE	6	2.00	2,873,927		2,873,927	2,728,543		2,728,543	+5.3		+5.3
AMERICAN MOTORCYCLIST	6	1.25	135,417		135,417	123,016		123,016	+10.1		+10.1
AMERICAN PHOTOGRAPHER	6	2.50	218,413	22,167	240,580	216,881	28,233	245,114	+0.7	-21.5	-1.8
THE AMERICAN RIFLEMAN	6	2.00	1,419,971		1,419,971	1,364,933		1,364,933	+4.0		+4.0
AMERICAN SCIENTIST	3	4.75	117,248	703	117,951	122,286	936	123,222	-4.1	-24.9	-4.3

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89			AVERAGES FOR SIX MONTHS ENDED 6/30/88			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
THE AMERICAN SPECTATOR			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
AMERICANA			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
AMIGAWORLD	6	3.95	48,774	44,923	93,697	[illegible],316	55,703	92,019	+34.3	-19.4	+1.8
ANALOG & ISAAC ASIMOV'S SCIENCE FICTION MAGAZINES	6	2.00	136,885	28,145	165,030	147,356	27,878	175,234	-7.1	+1.0	-5.8
ARCHAEOLOGY MAGAZINE	3	3.95	108,679	14,727	123,406	103,720	11,686	115,406	+4.8	+26.0	+6.9
ARCHIE COMIC GROUP	6			1,154,080	1,154,080		1,039,684	1,039,684		+11.0	+11.0
ARCHITECTURAL DIGEST	6	4.50	521,582	114,949	636,531	554,447	111,010	665,457	-5.9	+3.5	-4.3
ARKANSAS TIMES MAGAZINE	6	1.95	28,434	2,642	31,076	28,866	3,329	32,195	-1.5	-20.6	-3.5
ARMY TIMES	26	1.75	109,988	19,092	129,080	110,138	16,421	126,559	-0.1	+16.3	+2.0
ARMY TIMES, AIR FORCE TIMES, NAVY TIMES COMBINED STATEMENT	26	1.75	271,129	40,341	311,470	269,044	36,069	305,113	+0.8	+11.8	+2.1
ART & ANTIQUES	6	4.75	107,990	4,358	112,348	100,826	7,218	108,044	+7.1	-39.6	+4.0
ART IN AMERICA	6	4.75	52,987	10,174	63,161	50,624	11,027	61,651	+4.7	-7.7	+2.4
THE ARTIST'S MAGAZINE	6	2.25	203,947	25,658	229,605	175,061	25,952	201,013	+16.5	-1.1	+14.2
ARTNEWS	5	4.50	66,158	9,940	76,098	62,196	9,967	72,163	+6.4	-0.3	+5.5
ASTRONOMY	6	2.50	116,832	48,922	165,754	120,088	44,879	164,967	-2.7	+9.0	+0.5
ATLANTA MAGAZINE	6	1.95	56,895	8,339	65,234	56,329	7,723	64,052	+1.0	+8.0	+1.8
THE ATLANTIC	6	2.50	422,307	47,113	469,420	429,966	48,537	478,503	-1.8	-2.9	-1.9
AUDIO	6	2.75	111,684	32,733	144,417	103,520	37,600	141,120	+7.9	-12.9	+2.3
AUDUBON	3	4.00	425,542	8,690	434,232	426,062	7,359	433,421	-0.1	+18.1	+0.2
AUTOMOBILE MAGAZINE	6	2.75	243,135	88,868	332,003	197,821	92,285	290,106	+22.9	-3.7	+14.4
AUTOWEEK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
BACKPACKER	4	2.95	133,380	43,251	176,631	123,778	36,411	160,189	+7.8	+18.8	+10.3
BALTIMORE MAGAZINE	6	1.95	46,223	9,740	55,963	46,580	7,253	53,833	-0.8	+34.3	+4.0
BARRON'S NATIONAL BUSINESS & FINANCIAL WEEKLY	26	2.00	131,563	116,193	247,756	142,627	123,809	266,436	-7.8	-6.2	-7.0

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/89			AVERAGES FOR SIX MONTHS ENDED 6/30/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
BASEBALL DIGEST	6	2.25	270,552	23,453	294,005	251,393	25,670	277,063	+7.6	-8.6	+6.1
BASSIN'	5	1.95	177,557	42,654	220,211	226,765	23,235	250,000	-21.7	+83.6	-11.9
BASSMASTER MAGAZINE	6	2.95	517,322	12,447	529,769	505,476	17,621	523,097	+2.3	-29.4	+1.3
BEAUTY DIGEST		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
BETTER HOMES AND GARDENS	6	1.50	7,446,343	580,667	8,027,010	7,551,811	600,667	8,152,478	-1.4	-3.3	-1.5
BETTER INVESTING	6	2.00	101,939		101,939						
BMX PLUS!	6	2.95	28,967	34,322	63,289	31,902	55,102	87,004	-9.2	-37.7	-27.3
BICYCLING	5	2.95	226,657	94,573	321,230	204,205	99,996	304,201	+11.0	-5.4	+5.6
BIRD TALK	6	2.50	131,833	26,307	158,140	116,005	27,937	143,942	+13.6	-5.8	+9.9
BLACK ENTERPRISE	6	1.95	219,215	14,270	233,485	221,448	13,328	234,776	-1.0	+7.1	-0.5
THE BLOOD-HORSE	25	2.50	19,989	701	20,690	20,646	743	21,389	-3.2	-5.7	-3.3
BOATING	6	3.50	147,554	47,083	194,637	150,516	46,717	197,233	-2.0	+0.8	-1.3
BON APPETIT	6	2.50	1,248,884	100,512	1,349,396	1,220,289	87,776	1,308,065	+2.3	+14.5	+3.2
BOP	6	2.25	24,051	157,306	181,357	21,371	169,120	190,491	+12.5	-7.0	-4.8
BOSTON MAGAZINE	6	2.50	100,907	26,377	127,284	98,597	26,192	124,789	+2.3	+0.7	+2.0
BOWLING DIGEST	3	2.50	117,434	5,601	123,035	87,589	7,414	95,003	+34.1	-24.5	+29.5
BOYS' LIFE	6	1.50	1,439,494		1,439,494	1,464,108		1,464,108	-1.7		-1.7
BRIDES	3	4.00	39,011	440,324	479,335	44,974	413,795	458,769	-13.3	+6.4	+4.5
BUENHOGAR		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
BUSINESS FORMS, LABELS & SYSTEMS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
BUSINESS WEEK (INTERNATIONAL)	25	1.75	87,392	14,191	101,583	81,555	14,197	95,752	+7.2	+0.0	+6.1
BUSINESS WEEK (NORTH AMERICA)	25	2.00	861,351	39,638	900,989	852,761	39,407	892,168	+1.0	+0.6	+1.0
BUSINESS WEEK (WORLD WIDE)	25		948,743	53,829	1,002,572	934,316	53,604	987,920	+1.5	+0.4	+1.5
BUTTERICK HOME CATALOG	2	2.00	147,645	77,770	225,415	127,949	75,839	203,788	+15.4	+2.5	+10.6
BYTE MAGAZINE	6	3.50	320,099	130,045	450,144	304,473	124,650	429,123	+5.1	+4.3	+4.9

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89			AVERAGES FOR SIX MONTHS ENDED 6/30/88			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
CABLE PLUS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
CALIFORNIA CITY GROUP	6		372,784	66,177	438,961	364,572	62,475	427,047	+2.3	+5.9	+2.8
CALIFORNIA JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
CALIFORNIA MAGAZINE	6	2.00	348,009	12,527	360,536	345,661	10,777	356,438	+0.7	+16.2	+1.1
CAPE COD LIFE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
CAPITAL	6	1.95	35,869	1,524	37,393	33,468	1,037	34,505	+7.2	+47.0	+8.4
CAPPER'S	13	.80	382,920		382,920	397,294		397,294	-3.6		-3.6
CAR AND DRIVER	6	2.95	714,707	213,250	927,957	715,908	218,900	934,808	-0.2	-2.6	-0.7
CAR CRAFT	6	2.25	249,423	190,088	439,511	221,386	180,372	401,758	+12.7	+5.4	+9.4
CAROLINA COUNTRY	6		350,186		350,186	339,805		339,805	+3.1		+3.1
CARS & PARTS	6	2.50	70,059	32,948	103,007	72,391	35,845	108,236	-3.2	-8.1	-4.8
CAT FANCY	6	2.50	238,085	32,576	270,661	230,091	33,103	263,194	+3.5	-1.6	+2.8
CATHOLIC DIGEST	6	1.50	552,743	43,470	596,213	555,484	43,860	599,344	-0.5	-0.9	-0.5
CATS MAGAZINE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
CHANGING TIMES, THE KIPLINGER MAGAZINE	6	2.50	1,031,720	33,312	1,065,032	1,160,646	31,517	1,192,163	-11.1	+5.7	-10.7
CHERI	6	4.50		158,414	158,414		180,133	180,133		-12.1	-12.1
CHICAGO	6	1.95	173,217	27,100	200,317	179,911	24,169	204,080	-3.7	+12.1	-1.8
THE CHRONICLE OF HIGHER EDUCATION	26	2.00	83,610		83,610	81,383		81,383	+2.7		+2.7
THE CHRONICLE OF THE HORSE	26	1.25	22,642	301	22,943	21,641	293	21,934	+4.6	+2.7	+4.6
CIRCUS MAGAZINE	6	2.95	44,743	262,349	307,092	32,678	218,599	251,277	+36.9	+20.0	+22.2
CLEVELAND MAGAZINE	6	1.95	32,875	7,545	40,420	32,764	7,066	39,830	+0.3	+6.8	+1.5
COLONIAL HOMES	3		397,081	204,333	601,414	409,657	191,067	600,724	-3.1	+6.9	+0.1
COLORADO HOMES & LIFESTYLES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
COLUMBIA JOURNALISM REVIEW	3	3.00	25,454	2,376	27,830	27,277	2,323	29,600	-6.7	+2.3	-6.0

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/89			AVERAGES FOR SIX MONTHS ENDED 6/30/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
COLUMBUS MONTHLY	6	1.95	29,698	4,886	34,584	29,535	4,587	34,122	+0.6	+6.5	+1.4
COMMERCE MAGAZINE	6	3.00	7,822	57	7,879	7,776	40	7,816	+0.6	+42.5	+0.8
CD REVIEW	6	2.95	69,344	31,000	100,344	56,552	30,532	87,084	+22.6	+1.5	+15.2
COMPUTE!			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
COMPUTE!'S GAZETTE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
COMPUTER LANGUAGE	6	3.50	45,814	12,803	58,617	40,908	12,633	53,541	+12.0	+1.3	+9.5
COMPUTER SHOPPER	6	2.95	117,967	164,643	282,610	102,484	134,051	236,535	+15.1	+22.8	+19.5
THE CONDE NAST LTD.	6		3,048,620	1,658,131	4,706,751	3,285,290	1,512,697	4,797,987	-7.2	+9.6	-1.9
THE CONDE NAST PACKAGE OF WOMEN			2,276,077	4,102,069	6,378,146	2,009,848	4,147,994	6,157,842	+13.2	-1.1	+3.6
CONDE NAST TRAVELER	6	2.50	670,845	28,438	699,283	846,210	36,260	882,470	-20.7	-21.6	-20.8
CONNECTICUT MAGAZINE	6	2.50	83,326	6,710	90,036	85,502	6,124	91,626	-2.5	+9.6	-1.7
CONNOISSEUR	6	3.00	313,976	18,783	332,759	296,585	23,643	320,228	+5.9	-20.6	+3.9
CONSUMERS DIGEST	3	2.25	783,401	61,258	844,659	709,588	52,684	762,272	+10.4	+16.3	+10.8
COOK'S	5	3.00	151,009	47,350	198,359	178,185	55,162	233,347	-15.3	-14.2	-15.0
COOKING LIGHT	3	2.25	617,476	94,305	711,781	489,741	75,168	564,909	+26.1	+25.5	+26.0
COSMOPOLITAN	6	2.50	434,464	2,344,033	2,778,497	410,635	2,603,124	3,013,759	+5.8	-10.0	-7.8
COSMOPOLITAN EN ESPANOL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
COUNTRY HOME	3	2.95	686,571	285,000	971,571	664,979	248,667	913,646	+3.2	+14.6	+6.3
COUNTRY JOURNAL	4	2.95	320,843	18,762	339,605	316,223	21,436	337,659	+1.5	-12.5	+0.6
COUNTRY LIVING	6	1.95	1,155,308	669,883	1,825,191	1,094,506	612,426	1,706,932	+5.6	+9.4	+6.9
COUNTRY LIVING (OHIO)	6		212,124		212,124	206,185		206,185	+2.9		+2.9
COUNTRY MUSIC	3	2.50	430,025	6,979	437,004	417,203	8,794	425,997	+3.1	-20.6	+2.6
CRAFTS	6	2.25	248,478	126,762	375,240	259,177	127,470	386,647	-4.1	-0.6	-3.0
CRAFTS 'N THINGS	3	1.95	259,545	87,132	346,677	248,121	82,401	330,522	+4.6	+5.7	+4.9
CREATIVE CLASSROOM			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/89			AVERAGES FOR SIX MONTHS ENDED 6/30/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
CREATIVE IDEAS FOR LIVING	3	2.00	679,216	24,816	704,032	737,128	23,058	760,186	-7.9	+7.6	-7.4
CRUISE TRAVEL	3	2.50	151,594	6,903	158,497	131,835	8,282	140,117	+15.0	-16.7	+13.1
CRUISING WORLD	6	2.50	103,456	30,569	134,025	99,369	30,833	130,202	+4.1	-0.9	+2.9
CYCLE	6	2.00	260,283	70,050	330,333	262,596	80,383	342,979	-0.9	-12.9	-3.7
CYCLE WORLD	6	2.00	169,013	71,000	240,013	198,161	82,267	280,428	-14.7	-13.7	-14.4
CYCLIST			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
D MAGAZINE (DALLAS/FT. WORTH)	6	2.50	91,739	12,210	103,949	99,406	13,783	113,189	-7.7	-11.4	-8.2
DARKROOM & CREATIVE CAMERA TECHNIQUES	3	3.95	35,955	9,657	45,612	33,865	9,273	43,138	+6.2	+4.1	+5.7
DAYTIME TV	6	2.00		102,010	102,010		126,291	126,291		-19.2	-19.2
DAYTIME TV PRESENTS	2	2.50		79,704	79,704		98,115	98,115		-18.8	-18.8
DECORATING REMODELING	3	1.95	219,921	330,165	550,086	169,246	339,271	508,517	+29.9	-2.7	+8.2
DELAWARE TODAY	6	2.50	21,756	3,381	25,137	19,286	3,680	22,966	+12.8	-8.1	+9.5
DELL PUZZLE MAGAZINE GROUP	6		148,569	2,054,858	2,203,427						
DENVER MAGAZINE	6	2.00	11,073	1,713	12,786	12,274	2,089	14,363	-9.8	-18.0	-11.0
DETROIT MONTHLY	6	1.95	95,952	6,683	102,635	91,931	8,564	100,495	+4.4	-22.0	+2.1
DIRT BIKE	6	2.50	39,616	80,663	120,279	41,853	88,181	130,034	-5.3	-8.5	-7.5
DIRT RIDER	6	2.25	106,379	44,976	151,355	95,386	48,744	144,130	+11.5	-7.7	+5.0
DIRT WHEELS	6	2.75	22,980	47,026	70,006	27,214	54,233	81,447	-15.6	-13.3	-14.0
DISCOVER	6	2.95	845,327	181,762	1,027,089	824,238	182,283	1,006,521	+2.6	-0.3	+2.0
DISCOVERY	2	1.00	1,596,646		1,596,646	1,597,189		1,597,189	+0.0		+0.0
DR. DOBB'S JOURNAL OF SOFTWARE TOOLS	6	2.95	54,417	17,732	72,149	44,341	18,161	62,502	+22.7	-2.4	+15.4
DOG FANCY	6	2.50	144,009	25,188	169,197	128,487	22,980	151,467	+12.1	+9.6	+11.7
DOG WORLD			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
DUNE BUGGIES AND HOT VWS	6	2.75	35,269	72,193	107,462	35,604	74,764	110,368	-0.9	-3.4	-2.6

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/89			AVERAGES FOR SIX MONTHS ENDED 6/30/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
EARLY AMERICAN LIFE	3	2.95	239,057	32,012	271,069	276,110	42,078	318,188	-13.4	-23.9	-14.8
EASYRIDERS	6	2.95	114,463	223,789	338,252	77,445	242,754	320,199	+47.8	-7.8	+5.6
EBONY	6	2.00	1,544,082	274,960	1,819,042	1,521,997	223,169	1,745,166	+1.5	+23.2	+4.2
THE ECONOMIST (NORTH AMERICAN EDITION)	25	3.00	148,457	12,709	161,166	130,757	11,887	142,644	+13.5	+6.9	+13.0
EDUCATION WEEK		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
THE ELKS MAGAZINE	5	.50	1,501,587		1,501,587	1,523,658		1,523,658	-1.4		-1.4
ELLE	6	2.75	303,873	523,083	826,956	292,825	534,459	827,284	+3.8	-2.1	+0.0
ENDLESS VACATION	3	3.95	662,835	2,983	665,818	578,512	343	578,855	+14.6	+769.7	+15.0
ENTREPRENEUR MAGAZINE	6	2.95	210,889	96,937	307,826	160,164	80,191	240,355	+31.7	+20.9	+28.1
EQUUS	6	3.00	102,905	7,886	110,791	102,501	8,064	110,565	+0.4	-2.2	+0.2
ESQUIRE	6	2.50	622,172	123,333	745,505	600,243	141,866	742,109	+3.7	-13.1	+0.5
ESSENCE	6	1.75	643,391	206,725	850,116	648,950	201,579	850,529	-0.9	+2.6	+0.0
EUROPE MAGAZINE	5	1.95	11,467	537	12,004	8,925	626	9,551	+28.5	-14.2	+25.7
EUROPEAN TRAVEL & LIFE	5	2.50	279,223	44,783	324,006	239,297	48,422	287,719	+16.7	-7.5	+12.6
FAMILY CIRCLE	9	1.09	1,514,648	3,697,907	5,212,555	1,694,867	4,205,927	5,900,794	-10.6	-12.1	-11.7
THE FAMILY HANDYMAN	6	1.95	1,422,494	48,601	1,471,095	1,188,352	44,926	1,233,278	+19.7	+8.2	+19.3
FEDERAL TIMES	26	1.25	33,174	1,222	34,396	32,196	1,240	33,436	+3.0	-1.5	+2.9
FIELD & STREAM	6	1.95	1,932,515	88,109	2,020,624	1,932,226	108,648	2,040,874	+0.0	-18.9	-1.0
FINANCIAL WORLD	13	3.00	396,170	4,076	400,246	275,671	4,405	280,076	+43.7	-7.5	+42.9
FINE HOMEBUILDING	4	4.50	183,943	49,772	233,715	178,689	47,673	226,362	+2.9	+4.4	+3.2
FINE TUNING		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
FINS AND FEATHERS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
FIREHOUSE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
FISHING AND HUNTING NEWS	25	1.50	130,335	7,877	138,212	137,390	8,465	145,855	-5.1	-6.9	-5.2
FISHING FACTS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89			AVERAGES FOR SIX MONTHS ENDED 6/30/88			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
FISHING WORLD			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FLORIDA HOME & GARDEN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FLORIDA SPORTSMAN	6	1.95	70,083	33,716	103,799	67,562	33,743	101,305	+3.7	-0.1	+2.5
FLOWER & GARDEN MAGAZINE	3	2.00	593,776	16,000	609,776	615,683	13,167	628,850	-3.6	+21.5	-3.0
FLY FISHERMAN	3	3.50	110,260	29,027	139,287	114,475	29,651	144,126	-3.7	-2.1	-3.4
FLYING	6	2.75	254,109	66,483	320,592	252,394	70,050	322,444	+0.7	-5.1	-0.6
FLYING MODELS	6	2.50	10,898	14,996	25,894	10,895	11,775	22,670	+0.0	+27.4	+14.2
FOOD & WINE	6	2.50	783,217	40,546	823,763	729,232	35,638	764,870	+7.4	+13.8	+7.7
FOOTBALL DIGEST	5	2.25	166,890	7,442	174,332	167,482	8,841	176,323	-0.4	-15.8	-1.1
FORBES	13	3.75	706,731	33,125	739,856	706,521	32,579	739,100	+0.0	+1.7	+0.1
FOREIGN AFFAIRS	3	6.95	88,907	15,354	104,261	84,021	13,436	97,457	+5.8	+14.3	+7.0
FORTUNE (INTERNATIONAL)	13		100,081	10,775	110,856	101,410	9,678	111,088	-1.3	+11.3	-0.2
FORTUNE (NORTH AMERICA)	13	3.50	634,054	38,080	672,134	622,198	34,358	656,556	+1.9	+10.8	+2.4
FORTUNE (WORLDWIDE)	13		734,135	48,855	782,990	723,608	44,036	767,644	+1.5	+10.9	+2.0
FOUR WHEELER	6	2.95	181,976	130,014	311,990	167,734	140,559	308,293	+8.5	-7.5	+1.2
FREQUENT FLYER MAGAZINE-PART II OF THE POCKET FLIGHT GUIDES	6	12.00	338,486		338,486	347,457		347,457	-2.6		-2.6
FULL CRY	6	1.50	31,525	234	31,759	33,808	280	34,088	-6.8	-16.4	-6.8
FUR-FISH-GAME			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
GALLERY MAGAZINE	6	3.95	33,344	329,519	362,863	33,084	354,512	387,596	+0.8	-7.0	-6.4
GAME & FISH MAGAZINE	6	1.95	250,540	138,263	388,803	261,043	140,303	401,346	-4.0	-1.5	-3.1
GAMES	3	2.00	596,975	78,383	675,358	608,006	95,856	703,862	-1.8	-18.2	-4.0
'GBH/THE MEMBERS' MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
GQ-GENTLEMEN'S QUARTERLY	6	3.00	298,219	389,407	687,626	311,031	357,033	668,064	-4.1	+9.1	+2.9
GEOMUNDO			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/89			AVERAGES FOR SIX MONTHS ENDED 6/30/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
GLAMOUR	6	1.95	816,825	1,505,117	2,321,942	662,445	1,467,703	2,130,148	+23.3	+2.5	+9.0
GLOBE	26	.75	53,875	1,349,069	1,402,944	55,018	1,461,805	1,516,823	-2.1	-7.7	-7.5
GOLF DIGEST	6	2.50	1,200,421	143,115	1,343,536	1,191,424	138,647	1,330,071	+0.8	+3.2	+1.0
GOLF ILLUSTRATED	5	1.95	382,201	36,741	418,942	303,948	31,248	335,196	+25.7	+17.6	+25.0
GOLF MAGAZINE	6	2.50	902,361	125,199	1,027,560	817,793	121,913	939,706	+10.3	+2.7	+9.3
GOLF WORLD MAGAZINE	24	1.50	118,843		118,843	107,225		107,225	+10.8		+10.8
GOOD HOUSEKEEPING	6	1.95	3,676,674	1,438,100	5,114,774	3,550,357	1,477,508	5,027,865	+3.6	-2.7	+1.7
GOURMET	6	2.50	690,226	94,333	784,559	715,254	90,837	806,091	-3.5	+3.8	-2.7
GRAND RAPIDS MAGAZINE	6	2.00	5,133	1,157	6,290	4,798	1,220	6,018	+7.0	-5.2	+4.5
GREAT LAKES FISHERMAN	6	2.95	22,997	6,493	29,490	21,889	6,693	28,582	+5.1	-3.0	+3.2
GRIT	26	.75	526,478	34,237	560,715	525,333	44,941	570,274	+0.2	-23.8	-1.7
GUIDEPOSTS	6	.95	4,239,396		4,239,396	4,371,861		4,371,861	-3.0		-3.0
GUITAR FOR THE PRACTICING MUSICIAN	6	3.95	52,333	110,237	162,570	45,562	94,680	140,242	+14.9	+16.4	+15.9
GUN DOG	3	3.50	55,240	284	55,524	57,924	241	58,165	-4.6	+17.8	-4.5
GUNS & AMMO	6	2.50	419,688	176,299	595,987	400,751	160,804	561,555	+4.7	+9.6	+6.1
GUNS MAGAZINE	6	2.25	117,671	51,420	169,091	81,496	39,804	121,300	+44.4	+29.2	+39.4
HADASSAH MAGAZINE	5	2.50	319,487		319,487	319,449		319,449	+0.0		+0.0
HARPER'S BAZAAR	6	2.50	386,133	323,917	710,050	379,118	354,584	733,702	+1.9	-8.6	-3.2
HARPER'S BAZAAR EN ESPANOL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
HARPER'S MAGAZINE	6	2.00	152,990	33,391	186,381	147,658	33,545	181,203	+3.6	-0.5	+2.9
HARROWSMITH-(U.S. EDITION)	6	2.95	194,239	15,154	209,393	198,817	6,929	205,746	-2.3	+118.7	+1.8
HARVARD BUSINESS REVIEW	3	9.25	199,273	5,484	204,757	197,629	6,404	204,033	+0.8	-14.4	+0.4
HEALTH	6	2.25	996,759	8,694	1,005,453	1,014,268	6,013	1,020,281	-1.7	+44.6	-1.5
THE HEARST GOLD BUY			2,816,176	1,033,315	3,849,491	2,740,494	1,067,376	3,807,870	+2.8	-3.2	+1.1
HEARST HOME BUY			2,206,375	1,122,232	3,328,607	2,121,712	1,035,998	3,157,710	+4.0	+8.3	+5.4

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/89			AVERAGES FOR SIX MONTHS ENDED 6/30/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
HEARST MAN POWER	6		2,465,314	492,916	2,958,230	2,413,403	459,797	2,873,200	+2.2	+7.2	+3.0
HEARST WOMAN POWER	6		8,765,182	5,569,783	14,334,965	8,606,399	5,883,423	14,489,822	+1.8	-5.3	-1.1
HIGH FIDELITY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
HIGH SOCIETY	6	4.50		211,505	211,505		227,555	227,555		-7.1	-7.1
HIGH TECHNOLOGY BUSINESS	6	5.00	110,504	3,644	114,148	152,619	7,919	160,538	-27.6	-54.0	-28.9
HIPPOCRATES, THE MAGAZINE OF HEALTH & MEDICINE	3	3.00	345,255	14,310	359,565	317,209	16,636	333,845	+8.8	-14.0	+7.7
HISTORIC PRESERVATION	3	2.50	212.768	5.193	217,961	198.168	2,304	200,472	+7.4	+125.4	+8.7
HIT PARADER	6	2.75		181,704	181,704		159,581	159,581		+13.9	+13.9
HOMBRE DE MUNDO		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
HOME	6	1.95	804,828	137,951	942,779	768,801	149,375	918,176	+4.7	-7.6	+2.7
HOME & AWAY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
HOME MECHANIX	6	1.75	1,153,329	67,821	1,221,150	1,146,525	74,681	1,221,206	+0.6	-9.2	+0.0
HOME OFFICE COMPUTING	6	2.95	349,689	38,817	388,506	398,520	48,138	446,658	-12.3	-19.4	-13.0
HOMEOWNER	5	1.95	739,682	22,663	762,345	699,485	19,820	719,305	+5.7	+14.3	+6.0
HONOLULU	6	2.00	30,191	2,579	32,770	32,533	2,586	35,119	-7.2	-0.3	-6.7
HORSE & RIDER	6	2.25	82,064	20,139	102,203	62,784	19,469	82,253	+30.7	+3.4	+24.3
HORSE ILLUSTRATED	6	2.25	87,729	21,312	109,041	74.989	21,104	96,093	+17.0	+1.0	+13.5
HORSEMAN		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
HORSEPLAY	6	2.95	35,517	3,052	38,569	35,800	2,866	38,666	-0.8	+6.5	-0.3
HORTICULTURE, THE MAGAZINE OF AMERICAN GARDENING		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
HOT ROD	6	2.75	600,588	297,204	897,792	615,357	275,853	891,210	-2.4	+7.7	+0.7
HOUNDS & HUNTING	6	1.75	9,192	9	9,201	9,570	9	9,579	-3.9	+0.0	-3.9
HG-HOUSE & GARDEN	6	4.00	501,059	87,973	589,032	538,697	76,225	614,922	-7.0	+15.4	-4.2
HOUSE BEAUTIFUL	6	1.95	653,986	248,016	902,002	617,549	232,505	850,054	+5.9	+6.7	+6.1

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			AVERAGES FOR SIX MONTHS ENDED 6/30/89			AVERAGES FOR SIX MONTHS ENDED 6/30/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
HOUSTON METROPOLITAN MAGAZINE	6	1.95	78,822	6,431	85,253	80,299	7,204	87,503	-1.8	-10.7	-2.6
HUDSON VALLEY	6	1.95	18,471	3,309	21,780	17,619	3,321	20,940	+4.8	-0.4	+4.0
IDEAS PARA SU HOGAR			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
ILLINOIS RURAL ELECTRIC NEWS	6		134,962		134,962	139,363		139,363	-3.2		-3.2
IN FASHION	6	1.95	77,885	143,501	221,386	35,948	165,341	201,289	+116.7	-13.2	+10.0
THE IN-FISHERMAN	4	2.95	164,438	135,672	300,110	148,113	160,215	308,328	+11.0	-15.3	-2.7
INCIDER	6	3.95	121,269	22,621	143,890	94,369	29,225	123,594	+28.5	-22.6	+16.4
INC.	6	3.00	591,960	40,030	631,990	602,348	35,934	638,282	-1.7	+11.4	-1.0
INDIANAPOLIS MONTHLY	6	1.95	36,200	7,419	43,619	37,059	6,146	43,205	-2.3	+20.7	+1.0
INSIDE SPORTS	6	2.50	385,589	189,736	575,325	312,014	212,217	524,231	+23.6	-10.6	+9.7
INSTRUCTOR MAGAZINE	5	3.00	286.193	40	286,233	264,638	14	264,652	+8.1	+185.7	+8.2
INTERNATIONAL COMBAT ARMS	3	2.95	32,780	89,994	122,774	33,144	93,812	126,956	-1.1	-4.1	-3.3
INTERVIEW	6	2.50	77,149	57,174	134,323	97,269	62,202	159,471	-20.7	-8.1	-15.8
IRELAND OF THE WELCOMES			UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE								
ISLANDS	3	3.95	120.527	25,897	146,424	98,658	25,548	124,206	+22.2	+1.4	+17.9
ISSUES IN SCIENCE AND TECHNOLOGY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
JET	25	1.25	721,053	170,953	892,006	708,294	141,192	849,486	+1.8	+21.1	+5.0
JUNIOR LEAGUE REVIEW			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
JUNIOR SCHOLASTIC			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
KCET MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
KENTUCKY LIVING	6	2.00	341,836		341,836	332,551		332,551	+2.8		+2.8
KID CITY MAGAZINE	5		309,358		309,358	266,042		266,042	+16.3		+16.3
THE KIWANIS MAGAZINE	5	.75	281,378		281,378	278,726		278,726	+1.0		+1.0
LADIES' HOME JOURNAL	6	1.75	4,110,612	1,007,100	5,117,712	4,094,670	919,091	5,013,761	+0.4	+9.6	+2.1
LADY'S CIRCLE	3	1.95	12,970	37,703	50,673	10,994	40,970	51,964@	+18.0	-8.0	-2.5

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/89			AVERAGES FOR SIX MONTHS ENDED 6/30/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
LAKELAND BOATING	6	2.50	34,858	5,850	40,708	30,294	5,839	36,133	+15.1	+0.2	+12.7
LEAR'S	5	3.00	296,121	73,778	369,899	158,107	96,231	254,338	+87.3	-23.3	+45.4
LEARNING 89	5		296,253		296,253	270,788		270,788	+9.4		+9.4
LIFE	7	2.95	1,166,212	570,585	1,736,797	1,199,457	666,586	1,866,043	-2.8	-14.4	-6.9
LOS ANGELES MAGAZINE	6	2.50	122,284	49,916	172,200	127,802	44,817	172,619	-4.3	+11.4	-0.2
LOTTERY PLAYERS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
LOUISVILLE MAGAZINE	6	1.95	25,123	2,255	27,378	25,080	1,623	26,703	+0.2	+38.9	+2.5
M, THE CIVILIZED MAN	6	3.00	124,431	41,985	166,416	96,968	48,200	145,168	+28.3	-12.9	+14.6
MCCALL'S	6	1.69	4,589,316	561,498	5,150,814	4,530,043	616,511	5,146,554	+1.3	-8.9	+0.1
MCCALL'S NEEDLEWORK & CRAFTS	3	2.95	441,141	61,289	502,430	377,832	79,026	456,858	+16.8	-22.4	+10.0
MACFADDEN WOMEN'S GROUP	6	1.69	1,091,261	709,677	1,800,938	1,161,309	794,498	1,955,807	-6.0	-10.7	-7.9
MADEMOISELLE	6	1.95	391,896	749,375	1,141,271	326,367	794,969	1,121,336	+20.1	-5.7	+1.8
THE MAGAZINE ANTIQUES	6	5.00	57,467	5,289	62,756	56,741	5,501	62,242	+1.3	-3.9	+0.8
MANHATTAN, INC.	6	3.00	101,721	8,327	110,048	60,372	27,965	88,337	+68.5	-70.2	+24.6
MARVEL COMICS GROUP	6		162,047	5,577,517	5,739,564	208,103	5,397,033	5,605,136	-22.1	+3.3	+2.4
MATURE OUTLOOK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MECANICA POPULAR			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MEMPHIS MAGAZINE	6	1.95	19,845	2,320	22,165	20,427	2,820	23,247	-2.8	-17.7	-4.7
MEN'S FITNESS	6	2.95	51,364	150,825	202,189	29,025	114,136	143,161	+77.0	+32.1	+41.2
METROPOLITAN HOME	6	2.95	622,969	89,606	712,575	622,035	87,285	709,320	+0.2	+2.7	+0.5
MICHIGAN COUNTRY LINES	3		157,027		157,027	152,490		152,490	+3.0		+3.0
MICHIGAN LIVING	6	1.00	1,028,746		1,028,746	1,013,880		1,013,880	+1.5		+1.5
MICRO CORNUCOPIA	3	3.95	9,674	9,673	19,347	9,870	10,081	19,951	-2.0	-4.0	-3.0
MID-ATLANTIC COUNTRY	6	1.95	111,977	4,295	116,272	112,769	5,835	118,604	-0.7	-26.4	-2.0
MIDWEST LIVING	3	2.50	464,472	68,333	532,805	384,933	60,449	445,382	+20.7	+13.0	+19.6

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89 SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
MIDWEST OUTDOORS	6	1.25	19,245	24,569	43,814	18,949	23,862	42,811	+1.6	+3.0	+2.3
MILWAUKEE MAGAZINE	6	1.95	33,240	6,390	39,630	36,711	7,119	43,830	-9.5	-10.2	-9.6
MPLS. ST. PAUL MAGAZINE	6	1.95	43,698	14,543	58,241	36,129	13,052	49,181	+20.9	+11.4	+18.4
MINNESOTA MONTHLY	6	1.95	62,247	1,102	63,349	53,438	839	54,277	+16.5	+31.3	+16.7
MODEL RAILROADER	6	2.95	129,825	70,699	200,524	125,256	71,274	196,530	+3.6	-0.8	+2.0
MODERN BRIDE	3	4.00	25,963	370,132	396,095	33,236	356,273	389,509	-21.9	+3.9	+1.7
MODERN MATURITY	3		20,314,462		20,314,462	17,924,783		17,924,783	+13.3		+13.3
MODERN PHOTOGRAPHY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MONEY	6	2.95	1,535,605	280,693	1,816,298	1,490,730	320,236	1,810,966	+3.0	-12.3	+0.3
MOTHER EARTH NEWS	3	3.00	596,101	115,865	711,966	647,784	128,541	776,325	-8.0	-9.9	-8.3
MOTHER JONES	5	2.50	181,718	18,606	200,324	142,260	18,135	160,395	+27.7	+2.6	+24.9
MOTOCROSS ACTION MAGAZINE	6	2.50	23,339	63,124	86,463	24,596	62,933	87,529	-5.1	+0.3	-1.2
MOTOR BOATING & SAILING	6	2.50	109,700	31,050	140,750	108,207	31,828	140,035	+1.4	-2.4	+0.5
MOTOR TREND	6	2.75	564,713	201,919	766,632	573,772	209,974	783,746	-1.6	-3.8	-2.2
MOTORCYCLIST	6	2.25	127,981	87,612	215,593	127,164	95,585	222,749	+0.6	-8.3	-3.2
MOTORHOME	6	2.50	133,921	13,677	147,598	123,110	13,484	136,594	+8.8	+1.4	+8.1
MOTORLAND			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MOUNTAIN BIKE	3	2.50	21,926	25,697	47,623	8,387	16,597	24,984	+161.4	+54.8	+90.6
MOUNTAIN BIKE ACTION	6	2.95	9,391	31,616	41,007	5,393	24,424	29,817	+74.1	+29.4	+37.5
MS.	5	2.50	500,620	42,491	543,111	447,406	31,044	478,450	+11.9	+36.9	+13.5
MUSCLE & FITNESS	6	3.95	124,073	502,496	626,569	116,445	485,373	601,818	+6.6	+3.5	+4.1
MUSICIAN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
NATION'S BUSINESS	6	2.50	854,337	2,952	857,289	861,266	2,784	864,050	-0.8	+6.0	-0.8
NEA TODAY	5		1,757,557		1,757,557	1,765,886		1,765,886	-0.5		-0.5
NATIONAL ENQUIRER	26	.75	456,898	3,765,857	4,222,755	449,949	3,853,682	4,303,631	+1.5	-2.3	-1.9

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89 SUB-SCRIP-TIONS	AVERAGES FOR SIX MONTHS ENDED 6/30/89 SINGLE COPY SALES	AVERAGES FOR SIX MONTHS ENDED 6/30/89 TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SUB-SCRIP-TIONS	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SINGLE COPY SALES	AVERAGES FOR SIX MONTHS ENDED 6/30/88 TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	% OF INCREASE OR DECREASE SINGLE COPY SALES	% OF INCREASE OR DECREASE TOTAL PAID
NATIONAL EXAMINER	26	.75	19,670	1,005,817	1,025,487	19,376	1,116,368	1,135,744	+1.5	-9.9	-9.7
NATIONAL FISHERMAN	7	2.50	40,020	10,006	50,026	39,055	11,090	50,145	+2.5	-9.8	-0.2
NATIONAL GEOGRAPHIC MAGAZINE	6	2.25	10,761,406	67,922	10,829,328	10,453,631	63,206	10,516,837	+2.9	+7.5	+3.0
NATIONAL LAMPOON	3	3.95	86,969	144,304	231,273	74,470	150,788	225,258	+16.8	-4.3	+2.7
NATIONAL LAW JOURNAL	25	2.00	45,289	135	45,424	44,924	127	45,051	+0.8	+6.3	+0.8
NRTA/AARP NEWS BULLETIN	6		20,001,538		20,001,538	17,623,715		17,623,715	+13.5		+13.5
NATIONAL REVIEW	12	1.95	128,305	6,563	134,868	117,829	4,231	122,060	+8.9	+55.1	+10.5
NATURAL HISTORY	6	2.50	504,016	8,765	512,781	512,770	9,985	522,755	-1.7	-12.2	-1.9
NAVY TIMES	26	1.75	81,248	9,930	91,178	77,949	8,962	86,911	+4.2	+10.8	+4.9
NEW BODY	4	2.95		96,464	96,464		93,850	93,850		+2.8	+2.8
NEW CHOICES FOR THE BEST YEARS	6	2.50	554,306	1,959	556,265	492,101		492,101	+12.6		+13.0
NEW ENGLAND MONTHLY	6	1.95	100,878	14,169	115,047	92,420	14,608	107,028	+9.2	-3.0	+7.5
NEW JERSEY MONTHLY	6	2.00	79,276	14,906	94,182	85,383	16,320	101,703	-7.2	-8.7	-7.4
NEW MEXICO MAGAZINE	6	2.25	102,915	5,118	108,033	93,505	6,504	100,009	+10.1	-21.3	+8.0
THE NEW REPUBLIC	25	2.50	96,270	5,477	101,747	90,891	5,271	96,162	+5.9	+3.9	+5.8
NEW WOMAN	6	1.95	701,167	637,649	1,338,816	744,687	648,340	1,393,027	-5.8	-1.6	-3.9
NEW YORK MAGAZINE	26	1.95	389,230	37,525	426,755	394,348	39,465	433,813	-1.3	-4.9	-1.6
THE NEW YORKER	26	1.75	580,850	27,288	608,138	603,555	29,199	632,754	-3.8	-6.5	-3.9
NEWSWEEK	26	2.00	3,117,922	170,531	3,288,453	3,134,165	181,204	3,315,369	-0.5	-5.9	-0.8
NEWSWEEK INTERNATIONAL (ASIA EDITION)	26		150,055	59,377	209,432	153,362	54,395	207,757	-2.2	+9.2	+0.8
NEWSWEEK INTERNATIONAL (ATLANTIC EDITION)	26		223,517	86,776	310,293	213,448	88,472	301,920	+4.7	-1.9	+2.8
NEWSWEEK INTERNATIONAL (LATIN AMERICAN EDITION)	26		38,183	17,288	55,471	32,627	21,587	54,214	+17.0	-19.9	+2.3
NIBBLE MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
NORTH AMERICAN HUNTER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/89			AVERAGES FOR SIX MONTHS ENDED 6/30/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
NORTH SHORE	6	1.95	27,294	3,034	30,328	27,235	2,928	30,163	+0.2	+3.6	+0.5
OFF-ROAD	6	2.50	19,115	46,725	65,840	27,996	29,313	57,309	-31.7	+59.4	+14.9
OHIO FISHERMAN	6	2.95	21,865	4,876	26,741	20,714	5,657	26,371	+5.6	-13.8	+1.4
OHIO MAGAZINE	6	2.00	104,776	3,322	108,098	98,558	3,270	101,828	+6.3	+1.6	+6.2
THE OLD HOUSE JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
OMNI	6	3.50	675,257	227,099	902,356	659,701	277,977	937,678	+2.4	-18.3	-3.8
1,001 HOME IDEAS	6	1.95	1,516,249	43,668	1,559,917	1,493,246	44,983	1,538,229	+1.5	-2.9	+1.4
OPEN WHEEL	6	3.50	28,340	22,637	50,977	24,700	29,537	54,237	+14.7	-23.4	-6.0
OPERA NEWS	10	2.50	120,370	1,845	122,215	117,702	1,797	119,499	+2.3	+2.7	+2.3
ORANGE COAST MAGAZINE	6	2.95	21,538	5,763	27,301	15,952	6,269	22,221	+35.0	-8.1	+22.9
ORGANIC GARDENING	6	1.95	1,039,110	14,626	1,053,736	1,027,556	7,328	1,034,884	+1.1	+99.6	+1.8
OUTDOOR LIFE	6	1.75	1,389,326	123,691	1,513,017	1,379,680	132,853	1,512,533	+0.7	-6.9	+0.0
OUTDOOR PHOTOGRAPHER	5	2.95	113,166	41,413	154,579	84,647	38,221	122,868	+33.7	+8.4	+25.8
OUTSIDE	6	2.50	238,484	65,074	303,558	213,052	62,085	275,137	+11.9	+4.8	+10.3
PACIFIC NORTHWEST	6	2.50	71,022	10,360	81,382	66,630	10,484	77,114	+6.6	-1.2	+5.5
PALM BEACH LIFE	6	3.50	14,148	5,314	19,462	13,931	4,404	18,335	+1.6	+20.7	+6.1
PALM SPRINGS LIFE	6	3.95	14,421	6,922	21,343	12,426	5,793	18,219	+16.1	+19.5	+17.1
PARENTING MAGAZINE	5	1.95	386,287	41,610	427,897	274,329	52,000	326,329	+40.8	-20.0	+31.1
PARENTS MAGAZINE	6	1.95	1,612,675	120,781	1,733,456	1,636,687	114,730	1,751,417	-1.5	+5.3	-1.0
PENN LINES	6		145,494		145,494	143,012		143,012	+1.7		+1.7
THE PENNSYLVANIA SPORTSMAN		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
PENTHOUSE	6	4.50	251,264	1,837,181	2,088,445	235,917	1,817,163	2,053,080	+6.5	+1.1	+1.7
PEOPLE WEEKLY	25	1.79	1,545,539	1,800,996	3,346,535	1,516,921	1,760,918	3,277,839	+1.9	+2.3	+2.1
PERFORMANCE HORSEMAN	6	2.95	29,851	653	30,504	28,125	666	28,791	+6.1	-2.0	+5.9
PCRESOURCE	6	2.95	77,065	75,184	152,249	75,324	66,285	141,609	+2.3	+13.4	+7.5

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/89			AVERAGES FOR SIX MONTHS ENDED 6/30/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
PC/COMPUTING	6	2.95	358,510	65,608	424,118						
PERSONAL COMPUTING		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
PETERSEN MAGAZINE NETWORK	6		3,835,491	1,480,107	5,315,598						
PETERSEN'S CIRCLE TRACK	6	2.95	76,104	38,763	114,867	70,815	39,850	110,665	+7.5	-2.7	+3.8
PETERSEN'S 4 WHEEL & OFF-ROAD	6	2.75	194,880	141,081	335,961	163,056	130,538	293,594	+19.5	+8.1	+14.4
PETERSEN'S HUNTING	6	2.25	277,180	59,705	336,885	266,737	65,087	331,824	+3.9	-8.3	+1.5
PETERSEN'S PHOTOGRAPHIC	6	2.50	207,944	42,210	250,154	236,100	48,820	284,920	-11.9	-13.5	-12.2
PETERSEN'S PRO BASEBALL (1989 EDITION)	1	2.95		142,297	142,297		148,176	148,176		-4.0	-4.0
PHILADELPHIA MAGAZINE	6	2.50	115,605	29,898	145,503	116,338	31,475	147,813	-0.6	-5.0	-1.6
PHOENIX HOME & GARDEN	6	2.00	33,530	4,950	38,480	30,928	4,579	35,507	+8.4	+8.1	+8.4
PILLSBURY CLASSIC COOKBOOKS	6	2.25	43,920	358,278	402,198	31,960	365,142	397,102	+37.4	-1.9	+1.3
PILOTING CAREERS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
PITTSBURGH MAGAZINE	6	2.50	57,205	6,775	63,980	56,827	8,651	65,478	+0.7	-21.7	-2.3
PLANE & PILOT	6	2.75	69,648	23,548	93,196	66,071	21,347	87,418	+5.4	+10.3	+6.6
PLAYBOY	6	4.00	2,568,614	1,089,290	3,657,904	2,497,540	908,246	3,405,786	+2.8	+19.9	+7.4
POPULAR ELECTRONICS	6	2.50	41,033	38,271	79,304	27,699	31,414	59,113	+48.1	+21.8	+34.2
POPULAR HOT RODDING	6	2.50	88,566	149,246	237,812	89,901	158,309	248,210	-1.5	-5.7	-4.2
POPULAR MECHANICS	6	1.95	1,401,901	286,883	1,688,784	1,382,218	237,560	1,619,778	+1.4	+20.8	+4.3
POPULAR PHOTOGRAPHY	6	2.50	656,262	69,217	725,479	657,258	75,033	732,291	-0.2	-7.8	-0.9
POPULAR SCIENCE	6	1.95	1,610,570	215,586	1,826,156	1,623,006	208,532	1,831,538	-0.8	+3.4	-0.3
PRACTICAL HOMEOWNER	4	2.00	716,463	22,569	739,032	710,026	20,289	730,315	+0.9	+11.2	+1.2
PRACTICAL HORSEMAN	6	2.95	56,213	2,439	58,652	53,012	2,446	55,458	+6.0	-0.3	+5.8
PREMIERE	6	2.25	231,602	151,914	383,516	109,122	149,645	258,767	+112.2	+1.5	+48.2
PREVENTION	6	1.75	2,793,673	368,115	3,161,788	2,746,239	228,910	2,975,149	+1.7	+60.8	+6.3
PRIVATE CLUBS	3	3.00	147,472		147,472	108,240		108,240	+36.2		+36.2

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/89			AVERAGES FOR SIX MONTHS ENDED 6/30/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
PRIVATE PILOT	6	2.95	71,141	25,007	96,148	70,119	24,069	94,188	+1.5	+3.9	+2.1
PSYCHOLOGY TODAY	5	1.95	820,464	107,188	927,652	875,601	91,830	967,431	-6.3	+16.7	-4.1
PURE-BRED DOGS-AMERICAN KENNEL GAZETTE	6	4.00	54,958	469	55,427	56,417	497	56,914	-2.6	-5.6	-2.6
THE QUARTER HORSE JOURNAL	6	2.50	63,036	2,525	65,561	64,507	2,674	67,181	-2.3	-5.6	-2.4
RADIO-ELECTRONICS	6	2.25	144,557	66,222	210,779	161,022	64,357	225,379	-10.2	+2.9	-6.5
RAILROAD MODEL CRAFTSMAN	6	2.50	30,839	45,451	76,290	29,087	43,622	72,709	+6.0	+4.2	+4.9
READER'S DIGEST	6	1.89	15,505,421	928,833	16,434,254	15,957,962	1,006,264	16,964,226	-2.8	-7.7	-3.1
REDBOOK	6	1.95	3,112,603	793,850	3,906,453	3,171,783	835,781	4,007,564	-1.9	-5.0	-2.5
RHODE ISLAND MONTHLY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
RIDER	6	1.95	107,596	13,535	121,131	127,377	14,117	141,494	-15.5	-4.1	-14.4
RIGHT ON! GROUP	6		5,426	181,546	186,972		147,005	147,005		+23.5	+27.2
ROAD & TRACK	6	2.95	489,205	211,450	700,655	480,240	222,867	703,107	+1.9	-5.1	-0.3
THE ROBB REPORT		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
ROLLING STONE	13	2.50	931,678	263,237	1,194,915	922,355	261,690	1,184,045	+1.0	+0.6	+0.9
THE ROTARIAN	6	1.00	524,247		524,247	519,709		519,709	+0.9		+0.9
RUN	6	2.95	101,817	23,226	125,043	127,636	32,447	160,083	-20.2	-28.4	-21.9
RUNNER'S WORLD	6	2.95	362,253	72,389	434,642	364,925	74,428	439,353	-0.7	-2.7	-1.1
RURAL GEORGIA	6		261,371		261,371	251,467		251,467	+3.9		+3.9
RURAL LIVING	6		244,398		244,398	233,029		233,029	+4.9		+4.9
SACRAMENTO MAGAZINE	6	2.50	22,778	3,435	26,213	22,150	3,132	25,282	+2.8	+9.7	+3.7
SAIL	6	2.50	116,363	50,647	167,010	117,303	50,976	168,279	-0.8	-0.6	-0.8
SAILING WORLD	6	1.95	43,276	10,781	54,057	41,074	11,314	52,388	+5.4	-4.7	+3.2
ST. LOUIS MAGAZINE, INC.		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
SALT WATER SPORTSMAN	6	2.95	111,523	25,518	137,041	107,911	26,276	134,187	+3.3	-2.9	+2.1
SAN DIEGO HOME/GARDEN MAGAZINE	6	1.95	29,227	4,871	34,098	29,583	3,502	33,085	-1.2	+39.1	+3.1

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89			AVERAGES FOR SIX MONTHS ENDED 6/30/88			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
SAN DIEGO MAGAZINE	6	2.00	56,800	11,709	68,509	54,743	12,818	67,561	+3.8	-8.7	+1.4
SAN FRANCISCO FOCUS	6	2.50	193,700	4,552	198,252	182,027	4,840	186,867	+6.4	-6.0	+6.1
SASSY	6	2.00	376,230	134,849	511,079	134,056	123,999	258,055	+180.7	+8.8	+98.1
SATELLITE ORBIT	6	4.95	197,940	144,368	342,308	248,849	151,721	400,570	-20.5	-4.8	-14.5
THE SATURDAY EVENING POST	4	2.25	502,072	68,857	570,929	527,943	65,773	593,716	-4.9	+4.7	-3.8
SAVVY WOMAN	6	2.00	397,952	9,403	407,355	401,171	9,638	410,809	-0.8	-2.4	-0.8
SCHOLASTIC HIGH SCHOOL NETWORK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SCHOLASTIC MAGAZINES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SCIENCE	1	3.50	155,598		155,598	153,192		153,192	+1.6		+1.6
SCIENCE NEWS	25	1.00	222,397		222,397	207,925		207,925	+7.0		+7.0
THE SCIENCES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SCIENTIFIC AMERICAN	6	2.95	501,422	136,794	638,216	486,363	140,815	627,178	+3.1	-2.9	+1.8
SCOUTING	3	.60	957,675		957,675	984,987		984,987	-2.8		-2.8
SEATTLE WEEKLY	26	.75	21,238	11,123	32,361	22,227	10,296	32,523	-4.4	+8.0	-0.5
SELF	6	1.95	573,487	599,953	1,173,440	535,152	690,208	1,225,360	+7.2	-13.1	-4.2
SESAME STREET MAGAZINE	5		1,215,811		1,215,811	1,143,987	168,926	1,312,913	+6.3	-100.0	-7.4
SEVENTEEN	6	1.75	1,322,759	430,305	1,753,064	1,384,673	418,876	1,803,549	-4.5	+2.7	-2.8
SEW NEWS	6	1.95	186,927	38,101	225,028	176,669	43,507	220,176	+5.8	-12.4	+2.2
SHAPE MAGAZINE	6	2.00	242,371	552,304	794,675	205,561	579,172	784,733	+17.9	-4.6	+1.3
SHOOTING TIMES	6	2.50	96,300	107,371	203,671	99,389	99,136	198,525	-3.1	+8.3	+2.6
SHUTTERBUG	6	2.50	45,519	28,278	73,797	39,777	23,958	63,735	+14.4	+18.0	+15.8
SIERRA			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
16 MAGAZINE	6	2.25	9,574	112,710	122,284	8,773	128,512	137,285	+9.1	-12.3	-10.9
SKI MAGAZINE	4	1.95	376,272	70,914	447,186	367,814	79,270	447,084	+2.3	-10.5	+0.0
SKIING MAGAZINE	3	1.95	358,453	82,125	440,578	356,107	93,392	449,499	+0.7	-12.1	-2.0

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/89			AVERAGES FOR SIX MONTHS ENDED 6/30/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
SKIN DIVER MAGAZINE	6	2.95	173,411	41,465	214,876	175,979	40,113	216,092	-1.5	+3.4	-0.6
SMASH HITS	3	2.50	7,084	46,634	53,718	10,390	52,418	62,808	-31.8	-11.0	-14.5
SMITHSONIAN	6	2.50	2,312,109	12,003	2,324,112	2,267,974	12,834	2,280,808	+1.9	-6.5	+1.9
SNOW WEEK	8	1.95	23,945	14	23,959	23,865	843	24,708	+0.3	-98.3	-3.0
SOAP OPERA DIGEST	13	1.75	311,510	894,499	1,206,009	302,819	756,703	1,059,522	+2.9	+18.2	+13.8
SOAP OPERA STARS	3	2.00		73,097	73,097		88,124	88,124		-17.1	-17.1
SOLDIER OF FORTUNE	6	3.50	27,012	85,958	112,970	30,753	100,603	131,356	-12.2	-14.6	-14.0
SOPHISTICATE'S HAIRSTYLE GUIDE	3	2.95		98,748	98,748		87,850	87,850		+12.4	+12.4
SOUTH FLORIDA		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
SOUTHERN ACCENTS	3	4.00	213,202	51,803	265,005	212,832	48,974	261,806	+0.2	+5.8	+1.2
SOUTHERN HOMES (METRO ATLANTA EDITION)		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
SOUTHERN LIVING	6	2.50	2,101,540	196,559	2,298,099	2,109,541	172,166	2,281,707	-0.4	+14.2	+0.7
SOUTHERN MAGAZINE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
SOUTHERN OUTDOORS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
SOUTHWEST ART	6	4.50	50,022	13,775	63,797	52,354	10,521	62,875	-4.5	+30.9	+1.5
SPANAMERICA MAGAZINE NETWORK		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
SPANAMERICAN MEN'S GROUP		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
SPANAMERICAN WOMEN'S GROUP		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
SPECTRUM		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
SPIN		UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE									
SPORT	6	2.25	837,200	158,785	995,985	791,839	139,631	931,470	+5.7	+13.7	+6.9
SPORT FISHING	5	2.95	64,229	21,305	85,534	59,340	19,233	78,573	+8.2	+10.8	+8.9
THE SPORTING NEWS	28	2.25	687,694	41,419	729,113	702,018	39,248	741,266	-2.0	+5.5	-1.6
SPORTS AFIELD	6	1.95	441,241	82,700	523,941	430,942	80,372	511,314	+2.4	+2.9	+2.5
SPORTS ILLUSTRATED	27	2.69	3,576,909	194,480	3,771,389	3,259,645	179,353	3,438,998	+9.7	+8.4	+9.7

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/89			AVERAGES FOR SIX MONTHS ENDED 6/30/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
SPY	5	2.95	59,468	74,207	133,675	28,818	37,009	65,827	+106.4	+100.5	+103.1
STAR	26	.75	377,498	3,184,869	3,562,367	525,858	3,097,200	3,623,058	-28.2	+2.8	-1.7
STAR COMICS	6	1.00	12,577	249,283	261,860	24,341	403,467	427,808	-48.3	-38.2	-38.8
STEREO REVIEW	6	2.50	448,161	58,683	506,844	460,215	56,383	516,598	-2.6	+4.1	-1.9
STOCK CAR RACING	6	2.95	60,245	44,833	105,078	48,332	44,821	93,153	+24.6	+0.0	+12.8
STREET & SMITH'S COLLEGE BASKETBALL (1988 EDITION)	1	3.50		258,785	258,785						
STREET & SMITH'S COLLEGE FOOTBALL (1988 EDITION)	1	3.50		250,941	250,941		241,979	241,979		+3.7	+3.7
STREET & SMITH'S PRO BASKETBALL (1988 EDITION)	1	3.50		239,342	239,342						
STREET & SMITH'S PRO FOOTBALL (1988 EDITION)	1	3.50		287,318	287,318		279,840	279,840		+2.7	+2.7
STREET & SMITH'S SPORTS GROUP (1988 EDITION)	1	3.50		1,320,727	1,320,727						
SUCCESS!	5	1.95	400,188	61,551	461,739	381,355	47,944	429,299	+4.9	+28.4	+7.6
SUN	26	.75	4,068	442,889	446,957	3,845	423,059	426,904	+5.8	+4.7	+4.7
SUNSET, THE MAGAZINE OF WESTERN LIVING	6	1.95	1,316,504	82,170	1,398,674	1,340,064	91,239	1,431,303	-1.8	-9.9	-2.3
SUPER CHEVY	6	2.50	88,341	72,140	160,481	77,708	63,438	141,146	+13.7	+13.7	+13.7
SUPER STOCK AND DRAG ILLUSTRATED	6	2.95	17,698	25,154	42,852	16,585	28,996	45,581	+6.7	-13.3	-6.0
SUPER TEEN	6	2.25		123,555	123,555		151,401	151,401		-18.4	-18.4
THE SUPERMAN GROUP	6			2,136,280	2,136,280	18,240	2,943,450	2,961,690	-100.0	-27.4	-27.9
SYLVIA PORTER'S PERSONAL FINANCE MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
TEACHING AND COMPUTERS	3	4.00	40,271		40,271	35,023	3,103	38,126	+15.0	-100.0	+5.6
'TEEN	6	1.75	744,260	290,496	1,034,756	815,782	297,918	1,113,700	-8.8	-2.5	-7.1
TEEN BEAT	6	2.25	58,790	133,680	192,470	80,873	140,710	221,583	-27.3	-5.0	-13.1

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/89			AVERAGES FOR SIX MONTHS ENDED 6/30/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
TEEN MACHINE		2.25		78,635	78,635		91,457	91,457		-14.0	-14.0
THE TENNESSEE MAGAZINE	6		314,996		314,996	311,064		311,064	+1.3		+1.3
TENNIS	6	1.95	486,226	50,032	536,258	486,535	45,166	531,701	-0.1	+10.8	+0.9
TEXAS FISH & GAME	6	1.95	51,761	5,902	57,663	50,106	501	50,607	+3.3	+1078.0	+13.9
TEXAS FISHERMAN	6	1.95	64,268	10,925	75,193	59,625	10,409	70,034	+7.8	+5.0	+7.4
TEXAS MONTHLY	6	1.95	259,972	40,853	300,825	262,363	45,920	308,283	-0.9	-11.0	-2.4
3-2-1 CONTACT	5		442,026		442,026	411,760		411,760	+7.4		+7.4
TIGER BEAT GROUP		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
TIME ASIA	26		234,769	42,260	277,029	210,873	40,012	250,885	+11.3	+5.6	+10.4
TIME ATLANTIC	26		423,164	90,380	513,544	427,421	88,127	515,548	-1.0	+2.6	-0.4
TIME LATIN AMERICA	26		67,740	20,869	88,609	62,025	26,713	88,738	+9.2	-21.9	-0.1
TIME-THE WEEKLY NEWSMAGAZINE	26	2.00	4,172,148	221,089	4,393,237	4,520,433	217,479	4,737,912	-7.7	+1.7	-7.3
TOURS & RESORTS	3	2.50	195,543	4,525	200,068	178,452	5,468	183,920	+9.6	-17.2	+8.8
TOWN & COUNTRY	6	3.00	333,128	83,883	417,011	329,135	91,883	421,018	+1.2	-8.7	-1.0
TRAILER BOATS	6	2.95	55,548	22,071	77,619	51,214	19,782	70,996	+8.5	+11.6	+9.3
TRAILER LIFE	6	2.50	312,628	19,900	332,528	312,176	19,257	331,433	+0.1	+3.3	+0.3
TRAINS	6	2.75	70,707	24,480	95,187	70,840	25,502	96,342	-0.2	-4.0	-1.2
TRAVEL & LEISURE	6	3.00	1,095,128	16,136	1,111,264	1,093,569	15,856	1,109,425	+0.1	+1.8	+0.2
TRAVELER	3	4.50	760,742	115	760,857	810,338	391	810,729	-6.1	-70.6	-6.2
TRUCKIN'		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
TRUE STORY	6	1.69	1,020,162	220,090	1,240,252	1,074,698	228,255	1,302,953	-5.1	-3.6	-4.8
TU INTERNACIONAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
TURTLE MAGAZINE FOR PRESCHOOL KIDS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
TV CROSSWORDS	8	1.25	140,458	219,888	360,346	149,871	229,950	379,821	-6.3	-4.4	-5.1
TV GUIDE	25	.75	9,007,037	7,323,014	16,330,051	9,157,968	7,759,577	16,917,545	-1.6	-5.6	-3.5

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/89			AVERAGES FOR SIX MONTHS ENDED 6/30/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
TV PICTURE LIFE/METAL EDGE	6	2.00		194,449	194,449		133,846	133,846		+45.3	+45.3
TV WORD GAMES	6	1.00		61,483	61,483		58,717	58,717		+4.7	+4.7
T.V. Y NOVELAS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
UNIQUE HOMES	6	6.95	36,547	37,172	73,719	33,442	32,933	66,375	+9.3	+12.9	+11.1
U.S. NEWS & WORLD REPORT	25	1.95	2,243,026	60,302	2,303,328	2,309,582	56,348	2,365,930	-2.9	+7.0	-2.6
US	12	1.75	951,927	390,202	1,342,129	864,537	389,858	1,254,395	+10.1	+0.1	+7.0
UTNE READER	3	4.00	127,777	23,023	150,800	86,164	9,516	95,680	+48.3	+141.9	+57.6
VANIDADES CONTINENTAL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
VANITY FAIR	6	2.00	433,413	250,680	684,093	433,188	171,023	604,211	+0.1	+46.6	+13.2
VANTAGE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
VENTURE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
VFW AUXILIARY MAGAZINE	3		715,767		715,767	712,200		712,200	+0.5		+0.5
VFW MAGAZINE	6	.20	1,827,861		1,827,861	1,800,153		1,800,153	+1.5		+1.5
VICTORIA	3	2.50	523,353	287,000	810,353	191,061	346,050	537,111	+173.9	-17.1	+50.9
VIDEO	6	2.50	399,600	51,468	451,068	355,306	65,030	420,336	+12.5	-20.9	+7.3
VIDEO MARKETPLACE	3	2.50	89,897	7,693	97,590	94,098	11,930	106,028	-4.5	-35.5	-8.0
VIDEO REVIEW	6	2.25	380,312	72,226	452,538	392,431	61,233	453,664	-3.1	+18.0	-0.2
VISION-THE INTER-AMERICAN MAGAZINE	13	3.00	180,071	7,210	187,281	185,033	11,821	196,854	-2.7	-39.0	-4.9
VOGUE	6	3.00	454,858	807,300	1,262,158	440,910	781,319	1,222,229	+3.2	+3.3	+3.3
VOGUE PATTERNS	3	2.75	161,437	73,134	234,571	153,151	91,306	244,457	+5.4	-19.9	-4.0
VW & PORSCHE	3	2.75	27,792	51,948	79,740	28,313	52,062	80,375	-1.8	-0.2	-0.8
VISTA USA	2	.75	871,008		871,008	861,330		861,330	+1.1		+1.1
"W"	13	2.95	226,622	25,005	251,627	218,153	25,344	243,497	+3.9	-1.3	+3.3
THE WALKING MAGAZINE	3	2.95	334,155	43,908	378,063	283,027	32,205	315,232	+18.1	+36.3	+19.9

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89			AVERAGES FOR SIX MONTHS ENDED 6/30/88			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
THE WASHINGTON POST NATIONAL WEEKLY EDITION	26	1.95	68,627	996	69,623	63,398	1,038	64,436	+8.2	-4.0	+8.0
WASHINGTON, THE EVERGREEN STATE MAGAZINE	3	2.95	62,474	10,320	72,794	59,800	12,919	72,719	+4.5	-20.1	+0.1
THE WASHINGTONIAN	6	1.95	105,685	61,206	166,891	105,408	51,259	156,667	+0.3	+19.4	+6.5
WATERSKI	5	2.95	89,638	17,793	107,431	78,471	15,777	94,248	+14.2	+12.8	+14.0
WEEKLY WORLD NEWS	26	.70	38,682	889,127	927,809	41,357	980,351	1,021,708	-6.5	-9.3	-9.2
WEIGHT WATCHERS MAGAZINE	6	1.75	895,278	142,006	1,037,284	812,032	163,246	975,278	+10.3	-13.0	+6.4
THE WESTERN BOATMAN	3	3.00	9,956	5,811	15,767	9,770	5,621	15,391	+1.9	+3.4	+2.4
WESTERN HORSEMAN	6	2.25	112,991	67,436	180,427	103,343	64,743	168,086	+9.3	+4.2	+7.3
WESTERN OUTDOORS	5	2.00	114,663	9,319	123,982	127,012	8,304	135,316	-9.7	+12.2	-8.4
WESTWAYS	6	2.00	455,835		455,835	484,966		484,966	-6.0		-6.0
WILDFOWL	3	3.50	28,806	149	28,955	27,780	131	27,911	+3.7	+13.7	+3.7
THE WINE SPECTATOR	11	2.00	64,255	14,486	78,741						
WING & SHOT	3	3.50	15,146	174	15,320	15,927	161	16,088	-4.9	+8.1	-4.8
WOMAN	5	1.95	24,825	491,208	516,033	3,736	520,950	524,686	+564.5	-5.7	-1.6
WOMAN'S DAY	8	1.09	118,221	4,283,525	4,401,746	117,142	5,021,138	5,138,280	+0.9	-14.7	-14.3
WOMAN'S WORLD	26	.95		1,529,503	1,529,503		1,401,689	1,401,689		+9.1	+9.1
WOMEN'S SPORTS & FITNESS	5	2.00	339,285	11,169	350,454	372,288	562	372,850	-8.9	+1887.4	-6.0
WOODENBOAT	3	3.95	58,160	42,350	100,510	56,773	45,784	102,557	+2.4	-7.5	-2.0
THE WORKBASKET	5	1.50	1,290,635	15,640	1,306,275	1,576,437	15,800	1,592,237	-18.1	-1.0	-18.0
WORKBENCH	3	2.00	838,369	36,833	875,202	871,848	31,000	902,848	-3.8	+18.8	-3.1
WORKING MOTHER	6	1.95	527,862	17,322	545,184	589,849	14,143	603,992	-10.5	+22.5	-9.7
WORKING WOMAN	6	2.50	843,891	59,813	903,704	823,604	64,236	887,840	+2.5	-6.9	+1.8
WORKING WOMAN MCCALL'S GROUP	6		5,961,069	638,633	6,599,702	5,943,496	694,890	6,638,386	+0.3	-8.1	-0.6
WORLD PRESS REVIEW			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/89			AVERAGES FOR SIX MONTHS ENDED 6/30/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
WORLD TENNIS	6	1.75	476,166	26,525	502,691	395,927	24,246	420,173	+20.3	+9.4	+19.6
WWF MAGAZINE	6	2.50	83,241	222,723	305,964	51,538	186,600	238,138	+61.5	+19.4	+28.5
WRITER'S DIGEST	6	2.25	213,180	26,027	239,207	180,038	26,385	206,423	+18.4	-1.4	+15.9
WTTW/CHICAGO	6	3.00	152,951		152,951						
YACHTING	6	3.00	98,647	34,233	132,880	93,042	39,714	132,756	+6.0	-13.8	+0.1
YANKEE	6	1.95	952,322	48,640	1,000,962	941,932	61,390	1,003,322	+1.1	-20.8	-0.2
YM	5	1.75	749,946	150,405	900,351	703,145	142,049	845,194	+6.7	+5.9	+6.5
ZOOMIN'	2	3.00	12,325	12	12,337	12,305	78	12,383	+0.2	-84.6	-0.4
CANADA											
ALBERTA/WESTERN REPORT			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
ATLANTIC INSIGHT	6	1.95	34,650	1,944	36,594	36,988	2,086	39,074	-6.3	-6.8	-6.3
BC OUTDOORS	5	2.95	29,099	6,436	35,535	31,046	5,653	36,699	-6.3	+13.9	-3.2
CANADIAN BUSINESS	6	3.00	79,257	7,674	86,931	79,875	5,991	85,866	-0.8	+28.1	+1.2
CANADIAN GEOGRAPHIC	3	3.50	206,635	11,353	217,988						
CANADIAN LIVING	6	2.25	343,909	198,626	542,535	340,857	197,958	538,815	+0.9	+0.3	+0.7
CANADIAN LIVING'S FOOD MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
CANADIAN WORKSHOP	6	2.75	112,488	4,090	116,578	90,430	4,007	94,437	+24.4	+2.1	+23.4
CANADIAN YACHTING	6	2.75	17,796	2,236	20,032	18,087	3,212	21,299	-1.6	-30.4	-5.9
CHATELAINE	6	2.00	928,445	60,358	988,803	942,943	71,217	1,014,160	-1.5	-15.2	-2.5
CHATELAINE (FRENCH LANGUAGE EDITION)	6	2.00	230,839	17,386	248,225	253,685	18,641	272,326	-9.0	-6.7	-8.9
CITY & COUNTRY HOME	5	3.50	77,540	4,484	82,024	84,324	6,279	90,603	-8.0	-28.6	-9.5
CLIN D'OEIL	6	2.95	15,874	49,469	65,343	16,111	61,107	77,218	-1.5	-19.0	-15.4

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89 SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
COMBINED STATEMENT FOR CHATELAINE AND CHATELAINE (FRENCH LANGUAGE EDITION)	6	2.00	1,159,284	77,744	1,237,028	1,196,628	89,858	1,286,486	-3.1	-13.5	-3.8
COUP DE POUCE	6	2.50	69,092	70,083	139,175	54,607	73,704	128,311	+26.5	-4.9	+8.5
COUP DE POUCE EXTRA	2	3.50		34,896	34,896		33,803	33,803		+3.2	+3.2
CRAFTS PLUS	4	2.50	105,084	3,209	108,293	73,978	2,750	76,728	+42.0	+16.7	+41.1
CROC	6	2.95	14,810	62,046	76,856	16,165	62,207	78,372	-8.4	-0.3	-1.9
DECORATION CHEZ-SOI	5	2.95	24,026	38,142	62,168	25,342	36,937	62,279	-5.2	+3.3	-0.2
EASTERN WOODS & WATERS	3	2.75	11,932	2,842	14,774	12,315	4,322	16,637	-3.1	-34.2	-11.2
EQUINOX-THE MAGAZINE OF CANADIAN DISCOVERY	3	3.95	148,925	11,253	160,178	150,345	12,610	162,955	-0.9	-10.8	-1.7
FEMME PLUS	6	2.50	30,938	54,942	85,880	7,115	53,366	60,481	+334.8	+3.0	+42.0
FILLES D'AUJOURD'HUI	6	2.50	17,032	28,363	45,395	11,694	25,544	37,238	+45.6	+11.0	+21.9
FINANCIAL TIMES OF CANADA	26	1.00	112,884	3,294	116,178	104,686	4,496	109,182	+7.8	-26.7	+6.4
FLARE	6	2.50	184,688	22,454	207,142	197,747	27,751	225,498	-6.6	-19.1	-8.1
GUIDE RESSOURCES	3	3.25	10,711	8,338	19,049						
HARROWSMITH MAGAZINE	3	3.50	134,247	18,011	152,258	138,709	19,013	157,722	-3.2	-5.3	-3.5
HOCKEY NEWS	23	1.95	88,420	26,573	114,993	82,205	22,799	105,004	+7.6	+16.6	+9.5
INSIDE HOCKEY	4	3.50	16,570	20,824	37,394	14,586	20,876	35,462	+13.6	-0.2	+5.4
L'ACTUALITE	6	2.50	233,102	20,782	253,884	241,822	22,261	264,083	-3.6	-6.6	-3.9
L'ESSENTIAL	6	2.50	22,230	95,550	117,780						
LE LUNDI	26	1.99	32,072	75,184	107,256	28,709	76,527	105,236	+11.7	-1.8	+1.9
LES IDEES DE MA MAISON	6	2.95	32,182	32,927	65,109	38,774	48,509	87,283	-17.0	-32.1	-25.4
MACLEAN'S-CANADA'S WEEKLY NEWSMAGAZINE	26	2.00	589,646	14,165	603,811	605,668	13,658	619,326	-2.6	+3.7	-2.5
THE NEWFOUNDLAND HERALD	25	1.00	1,497	42,923	44,420	1,155	40,493	41,648	+29.6	+6.0	+6.7
ONTARIO OUT OF DOORS	5	2.50	46,825	8,392	55,217	49,338	9,324	58,662	-5.1	-10.0	-5.9

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89			AVERAGES FOR SIX MONTHS ENDED 6/30/88			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
ORAH	2		13,476		13,476	13,724		13,724	-1.8		-1.8
OUTDOOR CANADA	5	2.95	126,516	8,790	135,306	128,969	9,884	138,853	-1.9	-11.1	-2.6
PACIFIC YACHTING	6	2.95	10,739	4,732	15,471	11,321	4,704	16,025	-5.1	+0.6	-3.5
PHOTO LIFE	5	2.75	60,968	3,096	64,064	60,699	3,532	64,231	+0.4	-12.3	-0.3
PLANS DE MAISONS DU QUEBEC	2	3.95	7,200	26,570	33,770	8,094	22,863	30,957	-11.0	+16.2	+9.1
QUEBEC SCIENCE	6	3.25	14,519	3,480	17,999	15,402	4,117	19,519	-5.7	-15.5	-7.8
QUEBEC YACHTING VOILE & MOTEUR	5	2.95	5,653	2,265	7,918	5,731	2,166	7,897	-1.4	+4.6	+0.3
THE READER'S DIGEST CANADIAN ENGLISH EDITION	6	2.25	1,287,215	74,202	1,361,417	1,266,622	76,947	1,343,569	+1.6	-3.6	+1.3
THE READER'S DIGEST-COMBINED STATEMENT FOR THE CANADIAN ENGLISH AND CANADIAN FRENCH EDITIONS	6	2.25	1,612,411	96,989	1,709,400	1,606,399	99,363	1,705,762	+0.4	-2.4	+0.2
RENOVATION BRICOLAGE	6	2.95	25,187	11,829	37,016	25,873	12,347	38,220	-2.7	-4.2	-3.2
SANTE	5	2.95	15,355	16,960	32,315	13,846	14,717	28,563	+10.9	+15.2	+13.1
SATURDAY NIGHT	6	2.95	103,889	6,264	110,153	108,708	6,375	115,083	-4.4	-1.7	-4.3
SEL ET POIVRE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SELECT HOMES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SELECTION DU READER'S DIGEST	6	2.25	325,196	22,787	347,983	339,777	22,416	362,193	-4.3	+1.7	-3.9
SENTIER CHASSE-PECHE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SKI CANADA	3	3.00	40,266	7,971	48,237	40,882	8,077	48,959	-1.5	-1.3	-1.5
TIME-THE WEEKLY NEWSMAGAZINE-IN CANADA	26	2.50	329,011	24,169	353,180	333,281	22,649	355,930	-1.3	+6.7	-0.8
TORONTO LIFE	10	2.50	82,144	14,032	96,176	81,881	16,194	98,075	+0.3	-13.4	-1.9
TORONTO LIFE FASHION	4	2.25	125,406	11,915	137,321	125,418	16,745	142,163	+0.0	-28.8	-3.4
TRAVEL A LA CARTE	3	2.50	114,747		114,747	111,845		111,845	+2.6		+2.6
TV GUIDE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
TV HEBDO	25	1.10	95,173	240,705	335,878	52,742	236,396	289,138	+80.5	+1.8	+16.2

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/89			AVERAGES FOR SIX MONTHS ENDED 6/30/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
TV PLUS	25	1.00	206	16,062	16,268	221	20,403	20,624	-6.8	-21.3	-21.1
WESTERN SPORTSMAN	3	2.75	27,436	3,340	30,776	27,282	3,252	30,534	+0.6	+2.7	+0.8
FOREIGN											
AL MOSTAKBAL		UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE									
IMAGEN	6	2.50	51,432	21,276	72,708	32,674	19,056	51,730	+57.4	+11.6	+40.6
RITMO		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
VEA		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				12/31/88	6/30/88
U.S.					
ADVERTISING AGE	93,823		93,823	94,195	93,644
ADWEEK	61,345	1,667	63,012	69,513	64,941
ADWEEK NETWORK	74,562	18,107	92,669	95,410	96,841
ADWEEK'S MARKETING COMPUTERS	1,937	13,313	15,250	15,531	
ADWEEK'S MARKETING WEEK	13,217	16,440	29,657	25,897	31,900
AEROSOL AGE	2,150	4,619	6,769	6,659	6,576
AGRICULTURAL ENGINEERING	UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE				
AIR CONDITIONING, HEATING & REFRIGERATION NEWS	30,364	88	30,452	29,706	29,255
ABA BANKING JOURNAL	33,504	5,147	38,651	37,723	38,816
ACP OBSERVER	59,018		59,018	55,220	57,718
THE AMERICAN FUNERAL DIRECTOR	10,008		10,008	10,002	10,005
AMERICAN GLASS REVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN HEALTH:FITNESS OF BODY AND MIND: WAITING ROOM EDITION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN INK MAKER	2,711	1,055	3,766	3,678	2,833
THE AMERICAN JOURNAL OF CARDIOLOGY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE AMERICAN JOURNAL OF MEDICINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN JOURNAL OF NURSING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN JOURNAL OF OPHTHALMOLOGY	18,367		18,367	18,689	19,006
THE AMERICAN JOURNAL OF SURGERY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN PAINT & COATINGS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE AMERICAN SCHOOL BOARD JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN SHOEMAKING	UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE				
ASHRAE JOURNAL	41,538	13,275	54,813	57,454	55,787

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/88	6/30/88
AMUSEMENT BUSINESS	11,849		11,849	11,916	11,893
ANALYTICAL CHEMISTRY	25,620		25,620	26,650	26,285
ANNALS OF INTERNAL MEDICINE	93,381		93,381	90,619	94,600
APPAREL MERCHANDISING		38,887	38,887	41,455	41,777
AQUACULTURE MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ARMY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ART DIRECTION	7,006		7,006	7,292	7,246
ARTS AND ACTIVITIES	22,122		22,122	25,433	22,893
ASSOCIATION MANAGEMENT	18,719		18,719	18,024	17,099
ATLANTA BUSINESS CHRONICLE	22,134	1,488	23,622	23,784	21,051
AUTOMOTIVE NEWS	76,649		76,649	74,866	73,290
AVIATION WEEK & SPACE TECHNOLOGY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BAKING & SNACK SYSTEMS		8,822	8,822	8,811	8,810
BALTIMORE BUSINESS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BETTER ROADS		39,644	39,644	38,663	37,844
BEVERAGE WORLD	11,154	20,016	31,170	30,541	30,411
BILLBOARD	48,027		48,027	46,946	46,675
BOBBIN MAGAZINE	8,604		8,604	8,641	8,793
BOSTON BUSINESS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BOSTON BUSINESS JOURNAL	6,821	29,533	36,354	42,163	45,195
BOXBOARD CONTAINERS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BOXOFFICE	9,158		9,158	9,134	9,217
BROADCASTING-THE NEWSWEEKLY OF THE FIFTH ESTATE	31,709		31,709	32,928	33,170
BROWARD REVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BUILDING SUPPLY HOME CENTERS		48,601	48,601	44,254	43,033

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				12/31/88	6/30/88
BUSINESS FIRST (THE BUSINESS NEWSPAPER FOR GREATER LOUISVILLE)	9,925		9,925	9,455	9,254
BUSINESS FIRST OF BUFFALO, INC.	9,198		9,198	8,920	9,083
BUSINESS FIRST OF COLUMBUS	10,490		10,490	10,240	10,269
BUSINESS JOURNAL OF NEW JERSEY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE BUSINESS JOURNAL SERVING CHARLOTTE AND THE METROPOLITAN AREA	6,934		6,934	6,723	6,812
THE BUSINESS JOURNAL SERVING GREATER MILWAUKEE	12,398		12,398	12,148	12,210
THE BUSINESS JOURNAL SERVING GREATER PORTLAND	9,508		9,508	9,537	9,985
THE BUSINESS JOURNAL-SERVING GREATER SACRAMENTO	13,275		13,275	12,583	12,192
THE BUSINESS JOURNAL SERVING PHOENIX AND THE VALLEY OF THE SUN	14,052		14,052	13,064	13,172
THE BUSINESS JOURNAL SERVING THE SANTA CLARA VALLEY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BUSINESS MONTH	19,236	406,201	425,437	425,143	375,043
BUSINESS NH	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BUSINESS WEEK INDUSTRIAL/TECHNOLOGY	292,622		292,622	281,691	288,349
CALIFORNIA BUSINESS	14,084	117,253	131,337	131,925	123,421
CANDY INDUSTRY MAGAZINE	3,118	785	3,903	3,839	3,907
CAPITAL DISTRICT BUSINESS REVIEW	8,946		8,946	8,990	9,127
CATALOG AGE	578	13,934	14,512	13,521	12,963
CHAIN STORE AGE EXECUTIVE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CHANNELS, THE BUSINESS OF COMMUNICATIONS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CHEMICAL & ENGINEERING NEWS	127,460		127,460	127,075	127,321
CHEMICAL ENGINEERING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CHEMICAL MARKETING REPORTER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				12/31/88	6/30/88
CHEMICAL WEEK	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CINCINNATI BUSINESS COURIER	8,312		8,312	8,951	9,266
CITY & STATE	9,941	27,239	37,180	33,082	33,809
CLASSROOM COMPUTER LEARNING	24,102	56,328	80,430	80,989	80,268
COMPUTER GRAPHICS WORLD	18,304	32,516	50,820	50,604	50,737
COMPUTERWORLD	133,493		133,493	131,214	132,870
CONCRETE CONSTRUCTION	14,378	69,945	84,323	86,437	86,336
CONSTRUCCION PAN-AMERICANA	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CONSTRUCTION BULLETIN	4,707	486	5,193	5,292	5,362
CORPORATE FINANCE		50,560	50,560	50,895	50,433
CORPORATE REPORT MINNESOTA	10,385	6,639	17,024	17,584	19,620
CORPORATE TELEVISION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
COSMETICS & TOILETRIES	2,988		2,988	3,163	2,907
CRAIN'S CHICAGO BUSINESS	45,820	5,215	51,035	50,648	51,400
CRAIN'S CLEVELAND BUSINESS	10,608	14,800	25,408	25,191	26,024
CRAIN'S DETROIT BUSINESS	32,339		32,339	30,966	31,550
CRAIN'S NEW YORK BUSINESS	36,332	34,972	71,304	70,968	72,409
DALLAS BUSINESS JOURNAL	11,123	3,657	14,780	18,431	25,275
DATA COMMUNICATIONS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
DECOR	25,062		25,062	24,521	23,755
DEFENSE & DIPLOMACY	1,689	9,928	11,617	11,364	
DEFENSE NEWS	10,278	21,869	32,147	29,483	27,886
DENVER BUSINESS JOURNAL	9,764		9,764	10,187	9,725
DESIGN COST & DATA	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
DESIGN NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				12/31/88	6/30/88
DESIGNERS WEST	29,983	11,127	41,110	35,549	33,126
DIRECT MARKETING MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
DISCOUNT STORE NEWS	6,868	24,867	31,735	32,161	28,382
DO IT YOURSELF RETAILING	26,803	44,269	71,072	70,384	69,784
DRUG & COSMETIC INDUSTRY	4,918	7,847	12,765	12,713	12,698
DRUG STORE NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
EDITOR & PUBLISHER-THE FOURTH ESTATE	25,097	2,817	27,914	27,785	27,735
ELECTRICAL CONSTRUCTION & MAINTENANCE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ELECTRICAL WHOLESALING	18,273	2,143	20,416	20,342	20,146
ELECTRICAL WORLD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ELECTRONIC LEARNING	7,778	74,991	82,769	82,565	80,653
ELECTRONIC MEDIA	14,056	12,839	26,895	26,259	26,966
ELECTRONIC NEWS	39,265	35,267	74,532	74,977	83,332
ELECTRONIC SERVICING & TECHNOLOGY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ENERGY USER NEWS	10,037	10,598	20,635	13,878	10,545
ENR	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ENGINEERING TIMES	59,092	12,352	71,444	71,395	70,961
EXECUTIVE EDUCATOR	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FANCY FOOD	2,641	22,127	24,768	25,745	27,042
FEEDSTUFFS	17,145	2,184	19,329	19,003	18,512
FINANCIAL ANALYSTS JOURNAL	21,000		21,000	20,689	20,212
FINANCIAL EXECUTIVE	16,767		16,767	16,874	16,865
FIRE COMMAND	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FIRE ENGINEERING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FIRE JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				12/31/88	6/30/88
FLOOR COVERING WEEKLY	11,104	10,151	21,255	21,289	21,283
FLOORING	4,163	20,432	24,595	24,579	24,543
THE FLORIDA SHIPPER MAGAZINE	1,468		1,468	1,458	1,406
FOLIO: THE MAGAZINE FOR MAGAZINE MANAGEMENT	11,486		11,486	10,828	11,142
FOOD PEOPLE	1,440	19,850	21,290	22,157	18,875
FOOD TECHNOLOGY	22,987	2,812	25,799	25,587	25,154
FOOTWEAR NEWS	21,438		21,438	21,312	21,617
FORECAST FOR THE HOME ECONOMIST	23,534	15,547	39,081	41,402	40,470
FRAMES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FUELOIL & OIL HEAT MAGAZINE	3,643	7,893	11,536	11,467	11,413
GAS INDUSTRIES		9,300	9,300	8,813	9,251
GEYER'S OFFICE DEALER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
GIFTS & DECORATIVE ACCESSORIES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
GLASS DIGEST	9,103	2,202	11,305	10,690	10,332
GLASS INDUSTRY	1,794	615	2,409	2,257	2,307
GOLF INDUSTRY MAGAZINE	164	16,528	16,692	16,692	14,794
THE GOURMET RETAILER MAGAZINE	417	17,422	17,839	17,812	16,685
GRAIN AGE	291	8,305	8,596	8,536	8,102
HARDWARE AGE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
HAWAII BUSINESS	10,039		10,039	10,156	9,500
HAWAII INVESTOR	2,799	7,108	9,907	9,710	11,772
HEALTHWEEK	18,480	51,953	70,433	68,265	66,971
HFD-THE WEEKLY HOME FURNISHINGS NEWSPAPER	31,160	1,543	32,703	32,487	
HOUSEWARES	2,466	11,528	13,994	13,999	14,042

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/88	6/30/88
HOUSTON BUSINESS JOURNAL	13,962	1,863	15,825	19,395	20,812
HOW-THE MAGAZINE OF IDEAS & TECHNIQUE IN GRAPHIC DESIGN	UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE				
HYDROCARBON PROCESSING	20,104	8,853	28,957	28,014	27,642
INDIANAPOLIS BUSINESS JOURNAL	14,925		14,925	14,550	14,382
INDUSTRY WEEK	1,587	298,913	300,500	300,183	326,385
INSURANCE SALES	27,421		27,421	28,040	27,312
INTERIOR DESIGN	57,773		57,773	56,968	56,972
ID-MAGAZINE OF INTERNATIONAL DESIGN	18,822		18,822	18,898	18,287
INTIMATE FASHION NEWS	UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE				
JACKSONVILLE BUSINESS JOURNAL	7,043		7,043	7,832	8,825
THE JEWELERS' CIRCULAR-KEYSTONE	36,822		36,822	37,405	37,819
THE JOURNAL OF ACCOUNTANCY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
JOURNAL WATER POLLUTION CONTROL FEDERATION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
KANSAS CITY BUSINESS JOURNAL	13,610		13,610	13,901	14,400
LIBRARY JOURNAL	23,888		23,888	23,665	23,705
LIFE INSURANCE SELLING	45,950		45,950	44,300	43,754
LIGHTWAVE, THE JOURNAL OF FIBER OPTICS	2,626	14,764	17,390	16,494	14,692
LP/GAS	5,480	9,567	15,047	15,209	15,293
LOCKSMITH LEDGER	24,784		24,784	19,817	18,775
LOS ANGELES BUSINESS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE MANUFACTURING CONFECTIONER	2,955	855	3,810	3,708	3,489
MEDICINE AND SCIENCE IN SPORTS AND EXERCISE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
MEMPHIS BUSINESS JOURNAL	10,258		10,258	9,609	9,156
METAL FINISHING	9,781		9,781	9,837	10,090

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/88	6/30/88
METRO CHICAGO REAL ESTATE		10,387	10,387	10,394	10,197
MIAMI REVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
MICHIGAN BEVERAGE NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
MICHIGAN CONTRACTOR & BUILDER	2,986	211	3,197	3,092	3,084
MICHIGAN ROADS AND CONSTRUCTION	1,339	485	1,824	1,840	1,866
MILLING & BAKING NEWS	4,380		4,380	4,400	4,381
MODERN PLASTICS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
MODERN SALON	115,392	20,095	135,487	132,492	131,973
MOTOR	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
MOTORCYCLE INDUSTRY MAGAZINE		12,438	12,438	12,271	12,551
THE MUSIC TRADES	6,388		6,388	6,417	6,418
NASHVILLE BUSINESS JOURNAL	6,741	672	7,413	8,252	6,717
NATION'S RESTAURANT NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
NATIONAL DEFENSE	36,860	2,056	38,916	40,755	40,840
NATIONAL HOME CENTER NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE NATIONAL LOCKSMITH	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
NATIONAL PETROLEUM NEWS	13,403		13,403	13,176	13,086
THE NATIONAL PROVISIONER	7,937		7,937	8,155	8,824
THE NATIONAL UNDERWRITER LIFE & HEALTH/ FINANCIAL SERVICES EDITION	17,020	10,227	27,247	28,514	29,294
THE NATIONAL UNDERWRITER PROPERTY AND CASUALTY/RISK & BENEFITS MANAGEMENT EDITION	28,673	9,785	38,458	38,343	40,776
NETWORK	26,993	2,533	29,526	28,944	
NETWORK WORLD		70,171	70,171	70,167	70,092
NEW JERSEY SUCCESS	2,257	35,485	37,742	35,118	35,811

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

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				12/31/88	6/30/88
NORTHERN CALIFORNIA HOME & GARDEN (PROFESSIONAL EDITION)		16,035	16,035	10,247	
THE NORTHERN LOGGER AND TIMBER PROCESSOR	13,633		13,633	13,597	13,367
NORTHWESTERN FINANCIAL REVIEW	UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE				
NURSING 89	456,835		456,835	460,670	
OFFICIAL BOARD MARKETS	5,775		5,775	5,710	
OIL AND GAS INVESTOR	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE OIL AND GAS JOURNAL	43,040		43,040	43,845	45,490
PACIFIC BUSINESS NEWS	13,710		13,710	13,497	13,342
PACIFIC FISHING	9,317		9,317	9,744	9,340
PACKAGING DIGEST		111,227	111,227	106,244	104,788
THE PACKER	14,415		14,415	14,725	14,898
PALM BEACH REVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PAPER SALES	8,047	4,947	12,994	12,730	12,836
PEDIATRICS	41,635	7,746	49,381	48,447	46,682
P.C. TODAY	15,020	7,048	22,068	11,075	16,371
PERSONNEL JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PETROLEUM ENGINEER INTERNATIONAL	4,523	31,882	36,405	36,315	36,271
PHILADELPHIA BUSINESS JOURNAL	12,433		12,433	11,568	11,812
PHOTO DISTRICT NEWS	23,233	6,361	29,594	30,922	31,101
PIPELINE & GAS JOURNAL	3,363	20,732	24,095	24,054	24,063
PITTSBURGH BUSINESS TIMES-JOURNAL	8,905		8,905	8,360	8,545
PLASTICS ENGINEERING	31,145		31,145	26,803	26,673
PLAYTHINGS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
POOL & SPA NEWS	8,182	6,843	15,025	15,004	15,008
POULTRY TIMES	12,960		12,960	13,302	11,963

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

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POWER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PRINT, AMERICA'S GRAPHIC DESIGN MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PROFESSIONAL BUILDER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PROGRESSIVE ARCHITECTURE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PROVIDENCE BUSINESS NEWS	1,508	17,918	19,426	20,995	22,311
PUBLIC RELATIONS JOURNAL	20,675		20,675	20,566	18,019
PUBLIC UTILITIES FORTNIGHTLY	7,117		7,117	7,393	7,396
PUBLISHERS WEEKLY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PUGET SOUND BUSINESS JOURNAL	14,516		14,516	14,167	14,638
RAILWAY TRACK AND STRUCTURES	7,015		7,015	7,146	7,819
REEVES JOURNAL, PLUMBING-HEATING-COOLING		20,045	20,045	20,084	20,288
RSC REFRIGERATION SERVICE & CONTRACTING	37,394		37,394	34,276	33,461
RESTAURANTS & INSTITUTIONS		140,589	140,589	139,507	138,810
RISK MANAGEMENT	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ROOFING/SIDING/INSULATION	3,643	16,593	20,236	20,529	20,929
ROUGH NOTES	18,586	21,557	40,143	19,466	19,843
RUBBER WORLD	3,871	6,339	10,210	10,233	10,169
RURAL ELECTRIFICATION	31,429	932	32,361	31,838	29,504
ST. LOUIS BUSINESS JOURNAL	16,498		16,498	17,072	17,770
SALES & MARKETING MANAGEMENT	62,422		62,422	59,685	57,454
SAN ANTONIO BUSINESS JOURNAL	7,562		7,562	7,367	7,084
SAN DIEGO BUSINESS JOURNAL	11,842		11,842	10,889	14,890
SAN FRANCISCO BUSINESS TIMES	11,656	4,783	16,439	17,898	
SAVINGS INSTITUTIONS	22,643		22,643	25,098	25,120
SCHOLASTIC COACH	28,296	13,251	41,547	41,848	42,012

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

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THE SCHOOL ADMINISTRATOR	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SCHOOL ARTS	18,976	2,414	21,390	21,874	21,070
SCHOOL BUSINESS AFFAIRS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SCHOOL LIBRARY JOURNAL	40,631		40,631	41,222	40,189
SCREEN PRINTING	11,494	3,256	14,750	13,000	12,251
SEA POWER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SEAFOOD BUSINESS	1,773	13,856	15,629	15,732	15,364
SEED TRADE NEWS	1,063	1,870	2,933	2,978	3,074
SEED WORLD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SHIPPING DIGEST	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SIGNS OF THE TIMES	16,694	1,478	18,172	18,386	17,884
SOUTH FLORIDA BUSINESS JOURNAL	7,446	7,494	14,940	16,100	16,335
SOUTHERN CALIFORNIA HOME & GARDEN (PROFESSIONAL EDITION)	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE STANDARD	4,816		4,816	4,843	4,870
SUPERMARKET NEWS	56,776		56,776	57,848	57,250
T.H.E. JOURNAL: TECHNOLOGICAL HORIZONS IN EDUCATION		102,167	102,167	96,844	95,500
TENNIS INDUSTRY MAGAZINE	142	20,565	20,707	20,706	20,213
TIRE BUSINESS	6,343	13,849	20,192	15,208	15,557
TOBACCO INTERNATIONAL	1,381	558	1,939	2,009	1,663
TOUR & TRAVEL NEWS		51,616	51,616	51,280	48,087
TRAFFIC WORLD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
TRANSPORT TOPICS	29,247		29,247	28,563	28,907
TRAVEL AGENT MAGAZINE	16,287	36,855	53,142	53,793	44,723
TRAVEL TRADE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

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AVERAGES FOR 6 MONTHS ENDED 6/30/89

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TRAVEL WEEKLY	44,508		44,508	44,789	43,040
UNDERWRITERS' REPORT	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
UNIX WORLD	50,748		50,748	47,498	40,275
UPSCALE DISCOUNTING	361	11,092	11,453	12,966	12,888
VIDEOGRAPHY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
VISUAL MERCHANDISING + STORE DESIGN	12,725	5,558	18,283	14,642	12,674
WALLCOVERINGS	3,108	13,451	16,559	16,394	16,303
WASHINGTON BUSINESS JOURNAL	14,649		14,649	16,213	18,818
WJR (WASHINGTON JOURNALISM REVIEW)	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WASHINGTON TECHNOLOGY	717	26,543	27,260	26,550	24,666
WATER & WASTES DIGEST		95,973	95,973	100,902	81,698
THE WATERWAYS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WELDING JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WESTERN BUILDER[1]	4,304		4,304	4,255	4,299
WICHITA BUSINESS JOURNAL	5,306		5,306	5,305	5,351
WILSON LIBRARY BULLETIN	12,434		12,434	12,698	12,936
WINES & VINES	4,006		4,006	4,196	4,317
WORLD OIL	2,472	35,144	37,616	37,689	37,747
WORLD TRADE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
REFERENCE PERIODICALS					
BUSINESS PUBLICATION RATES AND DATA	6,155		6,155	6,293	6,542
COMMUNITY PUBLICATION RATES AND DATA	1,717		1,717	1,771	1,854
CONSUMER MAGAZINE AND AGRI-MEDIA RATES AND DATA	5,227		5,227	5,327	5,516
DATA SOURCES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

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AVERAGES FOR 6 MONTHS ENDED 6/30/89

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NEWSPAPER RATES AND DATA	5,170		5,170	5,292	5,491
THE POCKET LIST OF RAILROAD OFFICIALS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SPECIAL ISSUES '89 (FORMERLY PRINT MEDIA EDITORIAL CALENDARS)	1,095		1,095	1,119	1,234
SPOT RADIO RATES AND DATA	3,529		3,529	3,634	3,751
SPOT TELEVISION RATES AND DATA	3,651		3,651	3,784	3,913
CANADA					
CANADIAN TRAVEL PRESS WEEKLY		19,157	19,157	19,166	18,484
CANADIAN UNDERWRITER	8,044		8,044	7,990	8,021
FINANCE	29,703		29,703	32,357	37,153
INFORMATIQUE & BUREAUTIQUE	11,314	13,323	24,637	21,333	20,742
LES AFFAIRES	84,418		84,418	86,054	90,739
MUNICIPAL WORLD	7,453	2,604	10,057	10,099	10,125
OH&S CANADA	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
REVUE COMMERCE	38,592		38,592	37,704	37,219
TOURISME +, LE JOURNAL DES VOYAGES	629	5,842	6,471	6,283	5,805
FOREIGN					
WORLD EXECUTIVE'S DIGEST	45,664	13,711	59,375	63,919	63,425

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Farm Publications
United States & Canada

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				12/31/88	6/30/88
U.S.					
AGWEEK	24,388	991	25,379	25,086	25,129
AMERICAN AGRICULTURIST	47,348	8,774	56,122	51,443	47,306
AMERICAN VEGETABLE GROWER	26,017	11,137	37,154	37,332	36,552
ARIZONA FARMER-STOCKMAN	3,069		3,069	3,067	3,016
BEEF TODAY		213,232	213,232	200,690	190,027
CALIFORNIA FARMER	52,707	9,873	62,580	51,036	51,319
THE CATTLEMAN	17,741	1,550	19,291	19,255	19,585
COLORADO RANCHER AND FARMER	11,504	5,832	17,336	14,704	12,641
DAIRY TODAY		114,078	114,078	112,547	109,446
DATA TRANSMISSION NETWORK	38,182		38,182	28,276	
DROVERS JOURNAL	27,934	31,397	59,331	58,915	59,969
FARM JOURNAL	553,838	279,655	833,493	836,470	826,365
THE FARMER	106,082	7,774	113,856	112,769	115,077
FARMWEEK	28,435		28,435	27,939	28,044
THE FLORIDA CATTLEMAN AND LIVESTOCK JOURNAL	5,368	500	5,868	5,413	5,389
HBJ FARM PUBLICATIONS UNIT	568,279	76,397	644,676	607,108	590,833
THE HIGH PLAINS JOURNAL	61,830	528	62,358	60,905	60,434
HOARD'S DAIRYMAN	131,206		131,206	135,718	140,234
HOGS TODAY		127,630	127,630	127,172	122,471
IDAHO FARMER-STOCKMAN	14,107	1	14,108	14,312	14,584
KANSAS FARMER	45,697	9,023	54,720	52,705	49,794
KENTUCKY FARMER	23,813	2,954	26,767		30,232
MICHIGAN FARMER	55,885	1,854	57,739	57,119	57,659
MISSOURI RURALIST	63,794	5,478	69,272	66,219	63,536

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PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				12/31/88	6/30/88
MONTANA FARMER-STOCKMAN	20,697	1	20,698	20,961	21,602
THE NATIONAL FUTURE FARMER	401,023		401,023	402,159	406,334
NEBRASKA FARMER	44,693	7,414	52,107	49,141	46,930
THE OHIO FARMER	78,853	6,585	85,438	82,835	82,282
OKLAHOMA FARMER-STOCKMAN	47,120	8,430	55,550	52,339	51,162
OREGON FARMER-STOCKMAN	14,790	1	14,791	15,124	15,568
PENNSYLVANIA FARMER	60,330	2,726	63,056	62,592	63,567
PRAIRIE FARMER	111,747	56,121	167,868	161,580	145,137
PROGRESSIVE FARMER	400,985	77,709	478,694	489,189	509,170
SUCCESSFUL FARMING	475,099	100,464	575,563	575,517	575,727
TEXAS FARMER-STOCKMAN	107,696	19,182	126,878	118,418	111,943
TOP PRODUCER		221,039	221,039	211,619	202,002
UTAH FARMER-STOCKMAN	6,072	1	6,073	6,089	6,295
WALLACES FARMER	55,198	113,777	168,975	143,987	106,723
WASHINGTON FARMER-STOCKMAN	20,460	1	20,461	20,947	22,367
WESTERN FARMER-STOCKMAN MAGAZINES	79,195	5	79,200	80,500	83,432
WESTERN LIVESTOCK JOURNAL	19,671		19,671	19,585	20,691
WISCONSIN AGRICULTURIST	36,105	12,434	48,539	51,795	49,768
WYOMING STOCKMAN-FARMER	3,137	777	3,914	4,008	5,462
CANADA					
CATTLEMEN	39,602		39,602	37,240	38,765
COUNTRY GUIDE	187,663		187,663	196,867	213,722
COUNTRY LIFE IN BRITISH COLUMBIA	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
GRAINEWS	65,238		65,238	64,402	66,086

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				12/31/88	6/30/88
LA TERRE DE CHEZ NOUS	44,724		44,724	45,403	45,867
LE BULLETIN DES AGRICULTEURS	68,265		68,265	73,768	77,729
ONTARIO FARMER	36,925	642	37,567	37,317	
THE WESTERN PRODUCER	134,602		134,602	131,142	131,187

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	AGWEEK	AMERICAN AGRICULTURIST	AMERICAN VEGETABLE GROWER	ARIZONA FARMER-STOCKMAN
MAINE	1	1,939	526	3
NEW HAMPSHIRE		1,284	215	2
VERMONT		1,938	122	4
MASSACHUSETTS	3	2,353	867	9
RHODE ISLAND		337	123	1
CONNECTICUT	1	1,936	431	15
NEW ENGLAND	**5**	**9,787**	**2,284**	**34**
NEW YORK	18	27,680	2,207	29
NEW JERSEY	8	3,020	1,217	13
PENNSYLVANIA	7	5,108	2,797	36
MIDDLE ATLANTIC	**33**	**35,808**	**6,221**	**78**
OHIO	7		1,902	41
INDIANA	6		783	24
ILLINOIS	28		1,177	44
MICHIGAN	12		1,794	28
WISCONSIN	33		988	40
EAST NO. CENTRAL	**86**		**6,644**	**177**
MINNESOTA	8,294		853	50
IOWA	41		502	35
MISSOURI	17		658	27
NORTH DAKOTA	10,859		257	12
SOUTH DAKOTA	2,771		78	10
NEBRASKA	21		187	25
KANSAS	16		366	44
WEST NO. CENTRAL	**22,019**		**2,901**	**203**
DELAWARE	6		150	1
MARYLAND	4		606	6
DISTRICT OF COLUMBIA	16		44	1
VIRGINIA	9		765	10
WEST VIRGINIA	1		224	5
NORTH CAROLINA	4		861	12
SOUTH CAROLINA			326	10
GEORGIA	6		432	9
FLORIDA	5		1,477	6
SOUTH ATLANTIC	**51**		**4,885**	**60**
KENTUCKY			491	5
TENNESSEE	2		537	24
ALABAMA			311	15
MISSISSIPPI			211	6
EAST SO. CENTRAL	**2**		**1,550**	**50**
ARKANSAS	6		271	7
LOUISIANA			313	6
OKLAHOMA	3		307	21
TEXAS	15		1,177	50
WEST SO. CENTRAL	**24**		**2,068**	**84**
MONTANA	2,679		115	22
IDAHO	1		807	13
WYOMING	21		36	4
COLORADO	15		466	25
NEW MEXICO	2		223	73
ARIZONA	25		587	1,799
UTAH	2		157	15
NEVADA			67	12
MOUNTAIN	**2,745**		**2,458**	**1,963**
ALASKA	7		92	
WASHINGTON	14		669	26
OREGON	7		737	17
CALIFORNIA	35		6,077	319
HAWAII			261	2
PACIFIC	**63**		**7,836**	**364**
MISCELLANEOUS		828		
UNCLASSIFIED				
UNITED STATES	**25,028**	**46,423**	**36,847**	**3,013**
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	**25,028**	**46,423**	**36,847**	**3,013**
CANADA	254		977	1
FOREIGN	1	61	1,206	2
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**25,283**	**46,484**	**39,030**	**3,016**

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	BEEF TODAY	CALIFORNIA FARMER	THE CATTLEMAN	COLORADO RANCHER AND FARMER
MAINE	105			
NEW HAMPSHIRE	45		1	
VERMONT	94		2	
MASSACHUSETTS	88		4	
RHODE ISLAND	9			
CONNECTICUT	81		7	
NEW ENGLAND	**422**		**14**	
NEW YORK	921		12	
NEW JERSEY	142		9	
PENNSYLVANIA	2,043		9	
MIDDLE ATLANTIC	**3,106**		**30**	
OHIO	3,379		24	
INDIANA	4,314		29	
ILLINOIS	8,928		60	
MICHIGAN	2,095		29	
WISCONSIN	3,249		16	
EAST NO. CENTRAL	**21,965**		**158**	
MINNESOTA	6,368		37	
IOWA	18,333		24	
MISSOURI	14,191		81	
NORTH DAKOTA	8,120		6	
SOUTH DAKOTA	12,052		12	
NEBRASKA	17,679		26	95
KANSAS	16,698		76	311
WEST NO. CENTRAL	**93,441**		**262**	**406**
DELAWARE	51		2	
MARYLAND	461		13	
DISTRICT OF COLUMBIA	9		15	
VIRGINIA	4,078		29	
WEST VIRGINIA	1,062		1	
NORTH CAROLINA	2,430		29	
SOUTH CAROLINA	1,280		9	
GEORGIA	3,899		26	
FLORIDA	1,971		79	
SOUTH ATLANTIC	**15,241**		**203**	
KENTUCKY	5,409		16	
TENNESSEE	4,652		44	
ALABAMA	3,943		36	
MISSISSIPPI	2,678		46	
EAST SO. CENTRAL	**16,682**		**142**	
ARKANSAS	3,650		92	
LOUISIANA	1,714		147	
OKLAHOMA	11,032		912	
TEXAS	18,207		16,286	
WEST SO. CENTRAL	**34,603**		**17,437**	
MONTANA	7,415		12	
IDAHO	3,485		4	
WYOMING	2,687		19	237
COLORADO	5,699		52	16,209
NEW MEXICO	1,183		125	76
ARIZONA	500	459	67	
UTAH	1,626		7	
NEVADA	519	1,002	2	
MOUNTAIN	**23,114**	**1,461**	**288**	**16,522**
ALASKA	28	14	5	
WASHINGTON	2,222		17	
OREGON	2,532	277	12	
CALIFORNIA	3,128	59,839	73	
HAWAII	21	82	16	
PACIFIC	**7,931**	**60,212**	**123**	
MISCELLANEOUS		918		289
UNCLASSIFIED				
UNITED STATES	**216,505**	**62,591**	**18,657**	**17,217**
POSSESSIONS & OTHER AREAS		3	6	
U. S. & POSSESSIONS, ETC.	**216,505**	**62,594**	**18,663**	**17,217**
CANADA		10	33	
FOREIGN		41	397	
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			3	
GRAND TOTAL	**216,505**	**62,645**	**19,096**	**17,217**

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	DAIRY TODAY	DATA TRANSMISSION NETWORK	DROVERS JOURNAL	FARM JOURNAL
MAINE	586	1	43	1,711
NEW HAMPSHIRE	303	1	16	709
VERMONT	1,828		44	2,277
MASSACHUSETTS	466	2	51	1,359
RHODE ISLAND	41		10	160
CONNECTICUT	469		52	1,328
NEW ENGLAND	**3,693**	**4**	**216**	**7,544**
NEW YORK	9,934	16	488	17,803
NEW JERSEY	397	4	71	2,270
PENNSYLVANIA	9,502	36	580	25,068
MIDDLE ATLANTIC	**19,833**	**56**	**1,139**	**45,141**
OHIO	4,947	2,163	1,584	38,896
INDIANA	2,524	4,352	1,795	38,805
ILLINOIS	3,436	6,990	3,718	65,101
MICHIGAN	4,970	745	789	25,120
WISCONSIN	24,935	345	869	39,209
EAST NO. CENTRAL	**40,812**	**14,595**	**8,755**	**207,131**
MINNESOTA	12,146	4,132	1,725	52,953
IOWA	4,927	8,594	5,431	80,049
MISSOURI	2,573	1,837	3,627	39,771
NORTH DAKOTA	1,332	300	1,128	21,862
SOUTH DAKOTA	2,064	782	2,638	23,019
NEBRASKA	1,653	5,402	4,397	44,562
KANSAS	1,495	2,187	2,922	39 654
WEST NO. CENTRAL	**26,190**	**23,234**	**21,868**	**301,870**
DELAWARE	125	7	20	1,398
MARYLAND	1,209	2	158	5,245
DISTRICT OF COLUMBIA	1		47	59
VIRGINIA	1,757	53	897	11,332
WEST VIRGINIA	325	3	415	3,292
NORTH CAROLINA	1,269	85	454	16,797
SOUTH CAROLINA	358	30	340	5,447
GEORGIA	763	104	755	12,081
FLORIDA	401	33	792	4,916
SOUTH ATLANTIC	**6,208**	**317**	**3,878**	**60,567**
KENTUCKY	2,038	208	1,527	14,768
TENNESSEE	1,758	115	1,191	14,721
ALABAMA	372	33	693	8,924
MISSISSIPPI	559	91	436	8,150
EAST SO. CENTRAL	**4,727**	**447**	**3,847**	**46,563**
ARKANSAS	520	172	875	11,599
LOUISIANA	500	29	424	6,486
OKLAHOMA	759	263	2,078	18,959
TEXAS	1,475	803	4,086	36,789
WEST SO. CENTRAL	**3,254**	**1,267**	**7,463**	**73,833**
MONTANA	341	146	2,011	12,755
IDAHO	1,280	22	1,338	10,041
WYOMING	89	29	1,004	3,898
COLORADO	579	241	1,842	12,536
NEW MEXICO	111	50	752	2,436
ARIZONA	150	172	492	2,088
UTAH	867	10	810	3,448
NEVADA	69	4	394	907
MOUNTAIN	**3,486**	**674**	**8,643**	**48,109**
ALASKA	16		21	143
WASHINGTON	1,475	19	620	11,063
OREGON	692	15	1,190	8,096
CALIFORNIA	2,480	102	1,387	15,488
HAWAII	15		36	109
PACIFIC	**4,678**	**136**	**3,254**	**34,899**
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**112,881**	**40,730**	**59,063**	**825,657**
POSSESSIONS & OTHER AREAS			14	11
U. S. & POSSESSIONS, ETC.	**112,881**	**40,730**	**59,077**	**825,668**
CANADA			172	142
FOREIGN			20	217
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			7	41
GRAND TOTAL	**112,881**	**40,730**	**59,276**	**826,068**

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	THE FARMER	FARMWEEK	THE FLORIDA CATTLEMAN AND LIVESTOCK JOURNAL	HBJ FARM PUBLICATIONS UNIT*
MAINE		7		
NEW HAMPSHIRE		4		
VERMONT		2	1	
MASSACHUSETTS		11	5	
RHODE ISLAND		2		
CONNECTICUT		13		
NEW ENGLAND		**39**	**6**	
NEW YORK		49	5	
NEW JERSEY		5	5	
PENNSYLVANIA		85	8	
MIDDLE ATLANTIC		**139**	**18**	
OHIO		5,224	6	
INDIANA		18,718	4	
ILLINOIS		444	12	
MICHIGAN		199	4	
WISCONSIN		39	6	
EAST NO. CENTRAL		**24,624**	**32**	
MINNESOTA	65,600	40	1	
IOWA		45	5	
MISSOURI		28	18	
NORTH DAKOTA	24,557	8		
SOUTH DAKOTA	21,201	23	1	
NEBRASKA		17	6	
KANSAS		21	4	
WEST NO. CENTRAL	**111,358**	**182**	**35**	
DELAWARE				
MARYLAND		11	7	
DISTRICT OF COLUMBIA		2	6	
VIRGINIA		33	19	
WEST VIRGINIA		69	2	
NORTH CAROLINA		33	7	
SOUTH CAROLINA		7	13	
GEORGIA		16	102	
FLORIDA		39	5,548	
SOUTH ATLANTIC		**210**	**5,704**	
KENTUCKY		2,433	4	
TENNESSEE		515	14	
ALABAMA		29	33	
MISSISSIPPI		12	10	
EAST SO. CENTRAL		**2,989**	**61**	
ARKANSAS		4	3	
LOUISIANA		7	8	
OKLAHOMA		9	6	
TEXAS		26	29	
WEST SO. CENTRAL		**46**	**46**	
MONTANA		7	1	
IDAHO			1	
WYOMING		4	1	
COLORADO		12	10	
NEW MEXICO		2	2	
ARIZONA		4	5	
UTAH		3	2	
NEVADA		1	2	
MOUNTAIN		**33**	**24**	
ALASKA			2	
WASHINGTON		9		
OREGON		3	1	
CALIFORNIA		24	10	
HAWAII		1	3	
PACIFIC		**37**	**16**	
MISCELLANEOUS				
UNCLASSIFIED	1,357			
UNITED STATES	**112,715**	**28,299**	**5,942**	
POSSESSIONS & OTHER AREAS			13	
U. S. & POSSESSIONS, ETC.	**112,715**	**28,299**	**5,955**	
CANADA	37	1	4	
FOREIGN	1		23	
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	6			
GRAND TOTAL	**112,759**	**28,300**	**5,982**	

*See Individual Publications.

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	THE HIGH PLAINS JOURNAL	HOARD'S DAIRYMAN	HOGS TODAY	IDAHO FARMER-STOCKMAN
MAINE	5	724	30	
NEW HAMPSHIRE	1	557	16	1
VERMONT	1	2,099	43	
MASSACHUSETTS	11	880	54	1
RHODE ISLAND		97	2	
CONNECTICUT	14	813	35	1
NEW ENGLAND	**32**	**5,170**	**180**	**3**
NEW YORK	43	11,206	419	3
NEW JERSEY	27	563	88	2
PENNSYLVANIA	48	10,039	1,855	2
MIDDLE ATLANTIC	**118**	**21,808**	**2,362**	**7**
OHIO	72	6,466	5,624	4
INDIANA	75	3,302	9,550	2
ILLINOIS	165	3,684	13,842	6
MICHIGAN	35	5,333	2,559	2
WISCONSIN	70	22,443	3,780	4
EAST NO. CENTRAL	**417**	**41,228**	**35,355**	**18**
MINNESOTA	162	11,297	11,969	7
IOWA	953	4,755	32,642	3
MISSOURI	4,199	3,881	7,600	1
NORTH DAKOTA	202	904	1,058	4
SOUTH DAKOTA	753	1,254	5,407	1
NEBRASKA	9,687	1,591	10,499	1
KANSAS	22,678	2,270	4,103	2
WEST NO. CENTRAL	**38,634**	**25,952**	**73,278**	**19**
DELAWARE	8	155	117	
MARYLAND	18	1,615	372	1
DISTRICT OF COLUMBIA	10	54	4	1
VIRGINIA	63	2,021	763	3
WEST VIRGINIA	8	407	130	
NORTH CAROLINA	35	1,280	2,051	2
SOUTH CAROLINA	16	422	681	
GEORGIA	20	996	1,846	2
FLORIDA	42	909	372	4
SOUTH ATLANTIC	**220**	**7,859**	**6,336**	**13**
KENTUCKY	31	3,506	1,731	1
TENNESSEE	50	2,322	1,665	2
ALABAMA	22	462	734	1
MISSISSIPPI	45	807	337	
EAST SO. CENTRAL	**148**	**7,097**	**4,467**	**4**
ARKANSAS	216	1,211	395	1
LOUISIANA	45	653	105	1
OKLAHOMA	8,795	1,302	496	1
TEXAS	5,251	2,884	1,000	9
WEST SO. CENTRAL	**14,307**	**6,050**	**1,996**	**12**
MONTANA	150	267	567	122
IDAHO	84	815	269	13,186
WYOMING	372	92	104	45
COLORADO	6,160	586	665	9
NEW MEXICO	620	212	45	1
ARIZONA	96	276	130	19
UTAH	53	476	86	107
NEVADA	30	86	33	79
MOUNTAIN	**7,565**	**2,810**	**1,899**	**13,568**
ALASKA	14	60	8	9
WASHINGTON	62	1,843	242	117
OREGON	71	784	218	175
CALIFORNIA	211	2,766	527	59
HAWAII	1	39	22	1
PACIFIC	**359**	**5,492**	**1,017**	**361**
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**61,800**	**123,466**	**126,890**	**14,005**
POSSESSIONS & OTHER AREAS		196		
U. S. & POSSESSIONS, ETC.	**61,800**	**123,662**	**126,890**	**14,005**
CANADA	50	5,076		4
FOREIGN	22	2,164		2
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS		41		
GRAND TOTAL	**61,872**	**130,943**	**126,890**	**14,011**

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	KANSAS FARMER	THE KENTUCKY FARMER	MICHIGAN FARMER	MISSOURI RURALIST
MAINE				
NEW HAMPSHIRE				
VERMONT				
MASSACHUSETTS		1		
RHODE ISLAND				
CONNECTICUT				
NEW ENGLAND		**1**		
NEW YORK		13		
NEW JERSEY		2		
PENNSYLVANIA		3		
MIDDLE ATLANTIC		**18**		
OHIO		124		
INDIANA		121		
ILLINOIS		48		
MICHIGAN		15	57,359	
WISCONSIN		4		
EAST NO. CENTRAL		**312**	**57,359**	
MINNESOTA		5		
IOWA		5		
MISSOURI		35		68,609
NORTH DAKOTA		1		
SOUTH DAKOTA		1		
NEBRASKA				
KANSAS	53,710	2		
WEST NO. CENTRAL	**53,710**	**49**		**68,609**
DELAWARE		1		
MARYLAND		12		
DISTRICT OF COLUMBIA		2		
VIRGINIA		30		
WEST VIRGINIA		24		
NORTH CAROLINA		19		
SOUTH CAROLINA		6		
GEORGIA		6		
FLORIDA		41		
SOUTH ATLANTIC		**141**		
KENTUCKY		24,558		
TENNESSEE		145		
ALABAMA		9		
MISSISSIPPI		1		
EAST SO. CENTRAL		**24,713**		
ARKANSAS		3		
LOUISIANA		1		
OKLAHOMA		1		
TEXAS		15		
WEST SO. CENTRAL		**20**		
MONTANA				
IDAHO		1		
WYOMING				
COLORADO		2		
NEW MEXICO				
ARIZONA		5		
UTAH		1		
NEVADA				
MOUNTAIN		**9**		
ALASKA		1		
WASHINGTON		1		
OREGON		2		
CALIFORNIA		10		
HAWAII		1		
PACIFIC		**15**		
MISCELLANEOUS	1,007		673	1,095
UNCLASSIFIED				
UNITED STATES	**54,717**	**25,278**	**58,032**	**69,704**
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	**54,717**	**25,278**	**58,032**	**69,704**
CANADA		28		
FOREIGN				
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**54,717**	**25,306**	**58,032**	**69,704**

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	MONTANA FARMER-STOCKMAN	THE NATIONAL FUTURE FARMER	NEBRASKA FARMER	THE OHIO FARMER
MAINE	3	229		
NEW HAMPSHIRE		762		
VERMONT		522		
MASSACHUSETTS	1	1,017		
RHODE ISLAND		231		
CONNECTICUT	5	1,496		
NEW ENGLAND	**9**	**4,257**		
NEW YORK	9	5,035		
NEW JERSEY	3	1,897		
PENNSYLVANIA	3	9,177		
MIDDLE ATLANTIC	**15**	**16,109**		
OHIO	6	17,869		84,309
INDIANA	7	8,952		
ILLINOIS	16	13,299		
MICHIGAN	6	5,969		
WISCONSIN	6	17,607		
EAST NO. CENTRAL	**41**	**63,696**		**84,309**
MINNESOTA	31	10,753		
IOWA	15	11,118	146	
MISSOURI	12	15,099		
NORTH DAKOTA	92	4,752		
SOUTH DAKOTA	59	3,208	117	
NEBRASKA	15	6,351	51,711	
KANSAS	12	6,536	295	
WEST NO. CENTRAL	**236**	**57,817**	**52,269**	
DELAWARE		994		
MARYLAND	2	1,939		
DISTRICT OF COLUMBIA	3	196		
VIRGINIA	1	13,615		
WEST VIRGINIA		4,994		
NORTH CAROLINA	8	15,836		
SOUTH CAROLINA	2	5,029		
GEORGIA	4	11,457		
FLORIDA	10	10,671		
SOUTH ATLANTIC	**30**	**64,731**		
KENTUCKY	3	11,878		
TENNESSEE	3	12,367		
ALABAMA	5	22,643		
MISSISSIPPI	1	7,554		
EAST SO. CENTRAL	**12**	**54,442**		
ARKANSAS	1	12,132		
LOUISIANA		9,418		
OKLAHOMA	7	17,825		
TEXAS	12	49,855		
WEST SO. CENTRAL	**20**	**89,230**		
MONTANA	18,233	1,902		
IDAHO	97	3,231		
WYOMING	1,454	1,351	68	
COLORADO	29	2,550	523	
NEW MEXICO	6	3,126		
ARIZONA	33	2,912		
UTAH	12	2,366		
NEVADA	24	513		
MOUNTAIN	**19,888**	**17,951**	**591**	
ALASKA	15	171		
WASHINGTON	177	6,879		
OREGON	77	3,350		
CALIFORNIA	48	27,997		
HAWAII	2	132		
PACIFIC	**319**	**38,529**		
MISCELLANEOUS			464	1,172
UNCLASSIFIED				
UNITED STATES	**20,570**	**406,762**	**53,324**	**85,481**
POSSESSIONS & OTHER AREAS		1,754		
U. S. & POSSESSIONS, ETC.	**20,570**	**408,516**	**53,324**	**85,481**
CANADA	18	7		
FOREIGN	2	38		
UNCLASSIFIED	2			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**20,592**	**408,561**	**53,324**	**85,481**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	OKLAHOMA FARMER-STOCKMAN	OREGON FARMER-STOCKMAN	PENNSYLVANIA FARMER	PRAIRIE FARMER
MAINE		1		4
NEW HAMPSHIRE		1		3
VERMONT				2
MASSACHUSETTS				9
RHODE ISLAND				1
CONNECTICUT		2		7
NEW ENGLAND		**4**		**26**
NEW YORK		8		71
NEW JERSEY		2	2,482	30
PENNSYLVANIA		1	51,158	118
MIDDLE ATLANTIC		**11**	**53,640**	**219**
OHIO		1		21,507
INDIANA		1		50,991
ILLINOIS		5		87,041
MICHIGAN				12,918
WISCONSIN		6		601
EAST NO. CENTRAL		**13**		**173,058**
MINNESOTA		5		66
IOWA		3		131
MISSOURI		1		581
NORTH DAKOTA		1		5
SOUTH DAKOTA		1		8
NEBRASKA		2		20
KANSAS		3		26
WEST NO. CENTRAL		**16**		**837**
DELAWARE			782	6
MARYLAND		1	5,772	30
DISTRICT OF COLUMBIA				11
VIRGINIA		3		53
WEST VIRGINIA			3,359	6
NORTH CAROLINA		2		31
SOUTH CAROLINA				16
GEORGIA		3		28
FLORIDA		2		300
SOUTH ATLANTIC		**11**	**9,913**	**481**
KENTUCKY				742
TENNESSEE		1		129
ALABAMA		3		28
MISSISSIPPI				20
EAST SO. CENTRAL		**4**		**919**
ARKANSAS	146	1		29
LOUISIANA				11
OKLAHOMA	55,239	1		28
TEXAS		7		100
WEST SO. CENTRAL	**55,385**	**9**		**168**
MONTANA		38		10
IDAHO		62		5
WYOMING		2		5
COLORADO		5		56
NEW MEXICO		3		12
ARIZONA		10		74
UTAH		7		8
NEVADA		51		9
MOUNTAIN		**178**		**179**
ALASKA		15		4
WASHINGTON		155		18
OREGON		14,067		7
CALIFORNIA		67		131
HAWAII				4
PACIFIC		**14,304**		**164**
MISCELLANEOUS	1,258		823	
UNCLASSIFIED				
UNITED STATES	**56,643**	**14,550**	**64,376**	**176,051**
POSSESSIONS&OTHERAREAS m**L*åå				**18**
OREGON		14,067		7
CALIFORNIA		67		131
HAWAII				4
PACIFIC				
U. S. & POSSESSIONS, ETC.	**56,643**	**14,550**	**64,376**	**176,051**
CANADA		1		43
FOREIGN		1		
UNCLASSIFIED		1		
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**56,643**	**14,553**	**64,376**	**176,094**

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	PROGRESSIVE FARMER	SUCCESSFUL FARMING	TEXAS FARMER-STOCKMAN	TOP PRODUCER
MAINE		330		93
NEW HAMPSHIRE		104		39
VERMONT		483		166
MASSACHUSETTS		453		64
RHODE ISLAND		31		6
CONNECTICUT		414		118
NEW ENGLAND		**1,815**		**486**
NEW YORK		8,965		2,381
NEW JERSEY		905		271
PENNSYLVANIA		11,658		1,909
MIDDLE ATLANTIC		**21,528**		**4,561**
OHIO	5,548	28,196		7,763
INDIANA	5,024	34,437		11,519
ILLINOIS	6,822	61,897		23,079
MICHIGAN	537	19,773		5,323
WISCONSIN	555	31,600		5,051
EAST NO. CENTRAL	**18,486**	**175,903**		**52,735**
MINNESOTA	351	48,283		13,837
IOWA	2,924	58,044		22,653
MISSOURI	15,312	30,685		9,949
NORTH DAKOTA		22,807		10,287
SOUTH DAKOTA		23,638		10,768
NEBRASKA	535	31,456		17,552
KANSAS	8,100	27,186		15,161
WEST NO. CENTRAL	**27,222**	**242,099**		**100,207**
DELAWARE	1,383	728		373
MARYLAND	6,546	2,012		977
DISTRICT OF COLUMBIA	63	59		4
VIRGINIA	24,116	3,571		1,576
WEST VIRGINIA	7,064	309		166
NORTH CAROLINA	42,824	9,244		2,865
SOUTH CAROLINA	14,975	4,899		1,324
GEORGIA	30,171	10,822		2,439
FLORIDA	15,996	3,257		694
SOUTH ATLANTIC	**143,138**	**34,901**		**10,418**
KENTUCKY	26,463	6,389		2,494
TENNESSEE	33,658	8,734		2,479
ALABAMA	29,024	7,373		1,525
MISSISSIPPI	27,596	6,108		2,694
EAST SO. CENTRAL	**116,741**	**28,604**		**9,192**
ARKANSAS	26,990	7,554		4,049
LOUISIANA	19,669	3,805	69	2,146
OKLAHOMA	28,283	5,365		6,295
TEXAS	90,222	21,091	124,090	11,134
WEST SO. CENTRAL	**165,164**	**37,815**	**124,159**	**23,624**
MONTANA		7,638		5,369
IDAHO		3,792		2,525
WYOMING		2,487		1,175
COLORADO	576	8,048		4,237
NEW MEXICO	3,124	254	3,451	629
ARIZONA	2,027	705		426
UTAH		765		664
NEVADA		294		261
MOUNTAIN	**5,727**	**23,983**	**3,451**	**15,286**
ALASKA	33	102		21
WASHINGTON		4,068		2,487
OREGON		3,795		1,460
CALIFORNIA	798	1,933		2,780
HAWAII	13	67		8
PACIFIC	**844**	**9,965**		**6,756**
MISCELLANEOUS	941		1,038	
UNCLASSIFIED				
UNITED STATES	**478,263**	**576,613**	**128,648**	**223,265**
POSSESSIONS & OTHER AREAS	4	6		
U. S. & POSSESSIONS, ETC.	**478,267**	**576,619**	**128,648**	**223,265**
CANADA	34	364		
FOREIGN	200	307		
UNCLASSIFIED	98			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS		50		
GRAND TOTAL	**478,599**	**577,340**	**128,648**	**223,265**

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	UTAH FARMER-STOCKMAN	WALLACES FARMER	WASHINGTON FARMER-STOCKMAN	WESTERN FARMER-STOCKMAN MAGAZINES
MAINE				7
NEW HAMPSHIRE		2	2	6
VERMONT				4
MASSACHUSETTS		6		11
RHODE ISLAND			1	2
CONNECTICUT	1	8	2	26
NEW ENGLAND	**1**	**16**	**5**	**56**
NEW YORK	2	28	3	54
NEW JERSEY	2	17	3	25
PENNSYLVANIA	1	25	2	45
MIDDLE ATLANTIC	**5**	**70**	**8**	**124**
OHIO		49	2	54
INDIANA		31		34
ILLINOIS	3	388	10	84
MICHIGAN	1	42		37
WISCONSIN	2	97	2	60
EAST NO. CENTRAL	**6**	**607**	**14**	**269**
MINNESOTA	2	27,377	7	102
IOWA	1	80,544	6	63
MISSOURI	3	18,122	8	52
NORTH DAKOTA		4,452	1	110
SOUTH DAKOTA		10,003	1	72
NEBRASKA	2	22,130	3	48
KANSAS		10,866	2	63
WEST NO. CENTRAL	**8**	**173,494**	**28**	**510**
DELAWARE		3		1
MARYLAND	2	21	3	15
DISTRICT OF COLUMBIA		7	2	7
VIRGINIA		15	2	19
WEST VIRGINIA		1		5
NORTH CAROLINA	2	12	2	28
SOUTH CAROLINA	1	5		13
GEORGIA	1	15		19
FLORIDA	1	57	2	25
SOUTH ATLANTIC	**7**	**136**	**11**	**132**
KENTUCKY	1	14		10
TENNESSEE		14	2	32
ALABAMA		3		24
MISSISSIPPI		3		7
EAST SO. CENTRAL	**1**	**34**	**2**	**73**
ARKANSAS		43	1	11
LOUISIANA	3	4	1	11
OKLAHOMA	2	21	1	33
TEXAS	6	77	7	91
WEST SO. CENTRAL	**11**	**145**	**10**	**146**
MONTANA	12	8	93	18,520
IDAHO	17	5	121	13,496
WYOMING	151	5	8	1,664
COLORADO	13	62	4	85
NEW MEXICO	3	14		86
ARIZONA	14	85	9	1,884
UTAH	5,602	6	13	5,756
NEVADA	124	11	7	297
MOUNTAIN	**5,936**	**196**	**255**	**41,788**
ALASKA	2	3	13	54
WASHINGTON	10	22	19,791	20,276
OREGON	5	14	107	14,448
CALIFORNIA	30	166	46	569
HAWAII			2	7
PACIFIC	**47**	**205**	**19,959**	**35,354**
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**6,022**	**174,903**	**20,292**	**78,452**
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	**6,022**	**174,903**	**20,292**	**78,452**
CANADA	2	17	5	31
FOREIGN	1		1	9
UNCLASSIFIED			2	5
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**6,025**	**174,920**	**20,300**	**78,497**

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	WESTERN LIVESTOCK JOURNAL	WISCONSIN AGRICULTURIST	WYOMING STOCKMAN-FARMER
MAINE	5	1	
NEW HAMPSHIRE	7	1	
VERMONT	2	2	
MASSACHUSETTS	12	3	
RHODE ISLAND			
CONNECTICUT	11	2	
NEW ENGLAND	**37**	**9**	
NEW YORK	29	6	
NEW JERSEY	13	2	
PENNSYLVANIA	40	5	
MIDDLE ATLANTIC	**82**	**13**	
OHIO	65	4	
INDIANA	61	14	
ILLINOIS	169	280	
MICHIGAN	42	93	
WISCONSIN	45	50,314	
EAST NO. CENTRAL	**382**	**50,705**	
MINNESOTA	118	116	
IOWA	248	52	
MISSOURI	226	11	
NORTH DAKOTA	196	3	
SOUTH DAKOTA	318	2	23
NEBRASKA	640	6	97
KANSAS	591	4	
WEST NO. CENTRAL	**2,337**	**194**	**120**
DELAWARE	2		
MARYLAND	14	3	
DISTRICT OF COLUMBIA	10	2	
VIRGINIA	26	3	
WEST VIRGINIA	6	2	
NORTH CAROLINA	34	4	
SOUTH CAROLINA	13		
GEORGIA	37	6	
FLORIDA	55	33	
SOUTH ATLANTIC	**197**	**53**	
KENTUCKY	35	2	
TENNESSEE	55	8	
ALABAMA	48		
MISSISSIPPI	26	1	
EAST SO. CENTRAL	**164**	**11**	
ARKANSAS	82	12	
LOUISIANA	48	3	
OKLAHOMA	657	2	
TEXAS	1,101	9	
WEST SO. CENTRAL	**1,888**	**26**	
MONTANA	677		25
IDAHO	824	2	
WYOMING	612	2	3,065
COLORADO	1,351	7	117
NEW MEXICO	374	6	
ARIZONA	585	23	
UTAH	555	4	7
NEVADA	749	3	
MOUNTAIN	**5,727**	**47**	**3,214**
ALASKA	18	1	
WASHINGTON	715	8	
OREGON	1,783	3	
CALIFORNIA	5,805	20	
HAWAII	25	1	
PACIFIC	**8,346**	**33**	
MISCELLANEOUS			
UNCLASSIFIED			184
UNITED STATES	**19,160**	**51,091**	**3,518**
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	**19,160**	**51,091**	**3,518**
CANADA	175	2	
FOREIGN	18		
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	**19,353**	**51,093**	**3,518**

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	FARM JOURNAL - CROP EDITIONS ONLY			
	CORN MARKET	CORN MARKET-NORTH	CORN MARKET-SOUTH	WHEAT MARKET
MAINE	1,711	1,711		
NEW HAMPSHIRE	709	709		
VERMONT	2,277	2,277		
MASSACHUSETTS	1,359	1,359		
RHODE ISLAND	160	160		
CONNECTICUT	1,328	1,328		
NEW ENGLAND	**7,544**	**7,544**		
NEW YORK	17,803	17,803		
NEW JERSEY	2,270	2,270		
PENNSYLVANIA	25,068	25,068		
MIDDLE ATLANTIC	**45,141**	**45,141**		
OHIO	38,896	38,896		
INDIANA	38,805	38,805		
ILLINOIS	65,101	65,101		
MICHIGAN	25,120	25,120		
WISCONSIN	39,209	39,209		
EAST NO. CENTRAL	**207,131**	**207,131**		
MINNESOTA	52,953	52,953		52,953
IOWA	80,049	80,049		
MISSOURI	39,771	39,771		
NORTH DAKOTA	21,862	21,862		21,862
SOUTH DAKOTA	23,019	23,019		23,019
NEBRASKA	44,562	44,562		44,562
KANSAS	39,654	39,654		39,654
WEST NO. CENTRAL	**301,870**	**301,870**		**182,050**
DELAWARE	1,398	1,398		
MARYLAND	5,245	5,245		
DISTRICT OF COLUMBIA	59	59		
VIRGINIA	11,332		11,332	
WEST VIRGINIA	3,292		3,292	
NORTH CAROLINA	16,797		16,797	
SOUTH CAROLINA	5,447		5,447	
GEORGIA	12,081		12,081	
FLORIDA	4,916		4,916	
SOUTH ATLANTIC	**60,567**	**6,702**	**53,865**	
KENTUCKY	14,768		14,768	
TENNESSEE	14,721		14,721	
ALABAMA	8,924		8,924	
MISSISSIPPI				
EAST SO. CENTRAL	**38,413**		**38,413**	
ARKANSAS				
LOUISIANA				
OKLAHOMA				18,959
TEXAS				36,789
WEST SO. CENTRAL				**55,748**
MONTANA				12,755
IDAHO				10,041
WYOMING				3,898
COLORADO	12,536	12,536		12,536
NEW MEXICO				2,436
ARIZONA				
UTAH				3,448
NEVADA				
MOUNTAIN	**12,536**	**12,536**		**45,114**
ALASKA				143
WASHINGTON				11,063
OREGON				8,096
CALIFORNIA				
HAWAII				
PACIFIC				**19,302**
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**673,202**	**580,924**	**92,278**	**302,214**
POSSESSIONS & OTHER AREAS	11	11		11
U. S. & POSSESSIONS, ETC.	**673,213**	**580,935**	**92,278**	**302,225**
CANADA	142	142		142
FOREIGN	217	217		217
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	41	41		41
GRAND TOTAL	**673,613**	**581,335**	**92,278**	**302,625**

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	FARM JOURNAL - CROP EDITIONS ONLY			
	SOYBEAN MARKET	SOYBEAN MARKET-NORTH	SOYBEAN MARKET-SOUTH	SORGHUM MARKET
MAINE				
NEW HAMPSHIRE				
VERMONT				
MASSACHUSETTS				
RHODE ISLAND				
CONNECTICUT				
NEW ENGLAND				
NEW YORK				
NEW JERSEY	2,270		2,270	
PENNSYLVANIA				
MIDDLE ATLANTIC	**2,270**		**2,270**	
OHIO	38,896	38,896		
INDIANA	38,805	38,805		
ILLINOIS	65,101	65,101		
MICHIGAN	25,120	25,120		
WISCONSIN				
EAST NO. CENTRAL	**167,922**	**167,922**		
MINNESOTA	52,953	52,953		
IOWA	80,049	80,049		
MISSOURI	39,771	39,771		39,771
NORTH DAKOTA	21,862	21,862		21,862
SOUTH DAKOTA	23,019	23,019		23,019
NEBRASKA	44,562	44,562		44,562
KANSAS	39,654	39,654		39,654
WEST NO. CENTRAL	**301,870**	**301,870**		**168,868**
DELAWARE	1,398		1,398	
MARYLAND	5,245		5,245	
DISTRICT OF COLUMBIA	59		59	
VIRGINIA	11,332		11,332	
WEST VIRGINIA	3,292		3,292	
NORTH CAROLINA	16,797		16,797	
SOUTH CAROLINA	5,447		5,447	
GEORGIA	12,081		12,081	
FLORIDA	4,916		4,916	
SOUTH ATLANTIC	**60,567**		**60,567**	
KENTUCKY	14,768		14,768	
TENNESSEE	14,721		14,721	
ALABAMA	8,924		8,924	
MISSISSIPPI	8,150		8,150	8,150
EAST SO. CENTRAL	**46,563**		**46,563**	**8,150**
ARKANSAS	11,599		11,599	11,599
LOUISIANA	6,486		6,486	6,486
OKLAHOMA				18,959
TEXAS				36,789
WEST SO. CENTRAL	**18,085**		**18,085**	**73,833**
MONTANA				
IDAHO				
WYOMING				
COLORADO				12,536
NEW MEXICO				2,436
ARIZONA				
UTAH				
NEVADA				
MOUNTAIN				**14,972**
ALASKA				
WASHINGTON				
OREGON				
CALIFORNIA				
HAWAII				
PACIFIC				
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**597,277**	**469,792**	**127,485**	**265,823**
POSSESSIONS & OTHER AREAS	11	11		
U. S. & POSSESSIONS, ETC.	**597,288**	**469,803**	**127,485**	**265,823**
CANADA	142	142		
FOREIGN	217	217		
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	41	41		
GRAND TOTAL	**597,688**	**470,203**	**127,485**	**265,823**

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

		FARM JOURNAL COTTON TODAY	
	PAID	NON-PAID	TOTAL
MAINE			
NEW HAMPSHIRE			
VERMONT			
MASSACHUSETTS			
RHODE ISLAND			
CONNECTICUT			
NEW ENGLAND			
NEW YORK			
NEW JERSEY			
PENNSYLVANIA			
MIDDLE ATLANTIC			
OHIO			
INDIANA			
ILLINOIS			
MICHIGAN			
WISCONSIN			
EAST NO. CENTRAL			
MINNESOTA			
IOWA			
MISSOURI	537	679	1,216
NORTH DAKOTA			
SOUTH DAKOTA			
NEBRASKA			
KANSAS			
WEST NO. CENTRAL	**537**	**679**	**1,216**
DELAWARE			
MARYLAND			
DISTRICT OF COLUMBIA			
VIRGINIA			
WEST VIRGINIA			
NORTH CAROLINA	717	378	1,095
SOUTH CAROLINA	366	341	707
GEORGIA	848	616	1,464
FLORIDA	132	60	192
SOUTH ATLANTIC	**2,063**	**1,395**	**3,458**
KENTUCKY			
TENNESSEE	1,033	831	1,864
ALABAMA	732	662	1,394
MISSISSIPPI	1,084	1,689	2,773
EAST SO. CENTRAL	**2,849**	**3,182**	**6,031**
ARKANSAS	674	1,086	1,760
LOUISIANA	546	1,033	1,579
OKLAHOMA	1,014	1,200	2,214
TEXAS	4,463	6,491	10,954
WEST SO. CENTRAL	**6,697**	**9,810**	**16,507**
MONTANA			
IDAHO			
WYOMING			
COLORADO			
NEW MEXICO	239	259	498
ARIZONA	336	380	716
UTAH			
NEVADA	4	1	5
MOUNTAIN	**579**	**640**	**1,219**
ALASKA			
WASHINGTON			
OREGON			
CALIFORNIA	1,338	1,168	2,506
HAWAII	2	1	3
PACIFIC	**1,340**	**1,169**	**2,509**
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	**14,065**	**16,875**	**30,940**
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	**14,065**	**16,875**	**30,940**
CANADA			
FOREIGN			
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	**14,065**	**16,875**	**30,940**

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	PAID	FARM JOURNAL WHEAT TODAY NON-PAID	TOTAL
MAINE	36	8	44
NEW HAMPSHIRE	14	2	16
VERMONT	16	3	19
MASSACHUSETTS	9	2	11
RHODE ISLAND			
CONNECTICUT	8	3	11
NEW ENGLAND	**83**	**18**	**101**
NEW YORK	558	205	763
NEW JERSEY	107	38	145
PENNSYLVANIA	462	177	639
MIDDLE ATLANTIC	**1,127**	**420**	**1,547**
OHIO	3,276	1,296	4,572
INDIANA	2,456	1,145	3,601
ILLINOIS	4,346	2,519	6,865
MICHIGAN	1,853	737	2,590
WISCONSIN	474	266	740
EAST NO. CENTRAL	**12,405**	**5,963**	**18,368**
MINNESOTA	4,567	3,281	7,848
IOWA	820	360	1,180
MISSOURI	4,076	2,890	6,966
NORTH DAKOTA	8,502	9,037	17,539
SOUTH DAKOTA	4,837	3,661	8,498
NEBRASKA	5,101	2,900	8,001
KANSAS	15,015	9,373	24,388
WEST NO. CENTRAL	**42,918**	**31,502**	**74,420**
DELAWARE	178	89	267
MARYLAND	453	252	705
DISTRICT OF COLUMBIA	3	1	4
VIRGINIA	590	423	1,013
WEST VIRGINIA	27	16	43
NORTH CAROLINA	1,355	843	2,198
SOUTH CAROLINA	568	545	1,113
GEORGIA	1,074	817	1,891
FLORIDA	220	126	346
SOUTH ATLANTIC	**4,468**	**3,112**	**7,580**
KENTUCKY	949	723	1,672
TENNESSEE	1,085	841	1,926
ALABAMA	502	455	957
MISSISSIPPI	597	776	1,373
EAST SO. CENTRAL	**3,133**	**2,795**	**5,928**
ARKANSAS	1,293	1,887	3,180
LOUISIANA	361	485	846
OKLAHOMA	5,149	5,834	10,983
TEXAS	4,395	6,226	10,621
WEST SO. CENTRAL	**11,198**	**14,432**	**25,630**
MONTANA	3,875	3,455	7,330
IDAHO	1,983	1,586	3,569
WYOMING	429	276	705
COLORADO	3,005	1,678	4,683
NEW MEXICO	371	301	672
ARIZONA	231	177	408
UTAH	310	269	579
NEVADA	48	40	88
MOUNTAIN	**10,252**	**7,782**	**18,034**
ALASKA	15	2	17
WASHINGTON	2,840	1,537	4,377
OREGON	1,245	755	2,000
CALIFORNIA	1,203	956	2,159
HAWAII	9		9
PACIFIC	**5,312**	**3,250**	**8,562**
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	**90,896**	**69,274**	**160,170**
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	**90,896**	**69,274**	**160,170**
CANADA			
FOREIGN			
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	**90,896**	**69,274**	**160,170**

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

		SUCCESSFUL FARMING LIVESTOCK INVOLVEMENT PAID	
	HOG	BEEF	DAIRY
MAINE	73	119	114
NEW HAMPSHIRE	34	40	49
VERMONT	61	125	302
MASSACHUSETTS	115	169	206
RHODE ISLAND	9	12	7
CONNECTICUT	78	134	151
NEW ENGLAND	**370**	**599**	**829**
NEW YORK	1,656	3,343	5,123
NEW JERSEY	182	284	217
PENNSYLVANIA	3,632	7,205	5,798
MIDDLE ATLANTIC	**5,470**	**10,832**	**11,138**
OHIO	9,811	13,071	6,332
INDIANA	14,026	15,679	4,711
ILLINOIS	24,471	30,600	8,789
MICHIGAN	5,311	8,253	5,466
WISCONSIN	9,824	20,080	22,217
EAST NO. CENTRAL	**63,443**	**87,683**	**47,515**
MINNESOTA	22,521	26,576	18,652
IOWA	35,536	34,703	8,949
MISSOURI	15,621	23,824	7,583
NORTH DAKOTA	3,816	10,747	2,718
SOUTH DAKOTA	13,088	17,417	8,766
NEBRASKA	13,682	20,815	3,270
KANSAS	14,863	21,473	8,433
WEST NO. CENTRAL	**119,127**	**155,555**	**58,371**
DELAWARE	39	41	31
MARYLAND	94	140	107
DISTRICT OF COLUMBIA	19	22	16
VIRGINIA	186	283	158
WEST VIRGINIA	37	59	36
NORTH CAROLINA	175	214	120
SOUTH CAROLINA	66	80	46
GEORGIA	146	186	92
FLORIDA	260	332	215
SOUTH ATLANTIC	**1,022**	**1,357**	**821**
KENTUCKY	276	411	192
TENNESSEE	255	387	184
ALABAMA	125	191	91
MISSISSIPPI	81	115	66
EAST SO. CENTRAL	**737**	**1,104**	**533**
ARKANSAS	148	230	120
LOUISIANA	58	88	49
OKLAHOMA	248	661	236
TEXAS	552	897	464
WEST SO. CENTRAL	**1,006**	**1,876**	**869**
MONTANA	2,004	5,113	1,031
IDAHO	1,211	2,505	1,090
WYOMING	673	1,862	506
COLORADO	2,229	5,377	1,273
NEW MEXICO	70	146	57
ARIZONA	205	297	118
UTAH	183	437	160
NEVADA	66	157	45
MOUNTAIN	**6,641**	**15,894**	**4,280**
ALASKA	30	50	25
WASHINGTON	784	1,993	659
OREGON	847	2,148	630
CALIFORNIA	484	811	418
HAWAII	26	28	16
PACIFIC	**2,171**	**5,030**	**1,748**
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	**199,987**	**279,930**	**126,104**
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	**199,987**	**279,930**	**126,104**
CANADA			
FOREIGN			
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	**199,987**	**279,930**	**126,104**

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	SUCCESSFUL FARMING LIVESTOCK EDITIONS NON-PAID		
	HOG	BEEF	DAIRY
MAINE			
NEW HAMPSHIRE			
VERMONT			
MASSACHUSETTS			
RHODE ISLAND			
CONNECTICUT			
NEW ENGLAND			
NEW YORK			
NEW JERSEY			
PENNSYLVANIA			
MIDDLE ATLANTIC			
OHIO			
INDIANA			
ILLINOIS			
MICHIGAN			
WISCONSIN			
EAST NO. CENTRAL			
MINNESOTA			
IOWA			
MISSOURI			
NORTH DAKOTA			
SOUTH DAKOTA			
NEBRASKA			
KANSAS			
WEST NO. CENTRAL			
DELAWARE	105	429	36
MARYLAND	270	1,040	253
DISTRICT OF COLUMBIA			
VIRGINIA	730	2,412	382
WEST VIRGINIA	54	157	44
NORTH CAROLINA	1,387	6,461	298
SOUTH CAROLINA	750	3,676	201
GEORGIA	1,768	8,034	320
FLORIDA	312	1,734	34
SOUTH ATLANTIC	**5,376**	**23,943**	**1,568**
KENTUCKY	936	3,850	378
TENNESSEE	1,620	5,670	539
ALABAMA	1,224	5,246	311
MISSISSIPPI	564	4,434	117
EAST SO. CENTRAL	**4,344**	**19,200**	**1,345**
ARKANSAS	846	4,763	59
LOUISIANA	356	2,881	29
OKLAHOMA	663	3,743	60
TEXAS	2,547	14,402	172
WEST SO. CENTRAL	**4,412**	**25,789**	**320**
MONTANA			
IDAHO			
WYOMING			
COLORADO			
NEW MEXICO			
ARIZONA			
UTAH			
NEVADA			
MOUNTAIN			
ALASKA			
WASHINGTON			
OREGON			
CALIFORNIA			
HAWAII			
PACIFIC			
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	**14,132**	**68,932**	**3,233**
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	**14,132**	**68,932**	**3,233**
CANADA			
FOREIGN			
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	**14,132**	**68,932**	**3,233**

Preliminary figures as filed with* Audit Bureau of Circulations *subject to audit.

	CATTLEMEN	COUNTRY GUIDE	COUNTRY GUIDE DEMOGRAPHIC EDITIONS ONLY		
			HOG GUIDE	DAIRY GUIDE	CORN-SOY GUIDE
NEWFOUNDLAND	39	274	18	41	
NOVA SCOTIA	504	3,410	237	558	
PRINCE EDWARD ISLAND	215	1,983	367	427	
NEW BRUNSWICK	661	4,765	249	544	
QUEBEC	1,069	3,961	244	742	3,961
ONTARIO	13,494	54,435	10,436	11,183	54,435
MANITOBA	3,554	21,754	2,680	2,246	
SASKATCHEWAN	6,350	40,652	3,633	2,899	
ALBERTA	11,244	42,708	5,350	4,135	
BRITISH COLUMBIA	2,110	8,817	512	929	
NORTHWEST TERRITORIES	10	73	2	1	
YUKON TERRITORY	9	77	2	2	
MISCELLANEOUS					
UNCLASSIFIED					
TOTAL CANADA	**39,259**	**182,909**	**23,730**	**23,707**	**58,396**
BRITISH COMMONWEALTH	5	25	3	4	
UNITED STATES	104	121	35	26	
FOREIGN	41	72	19	20	
UNCLASSIFIED					
MILITARY OR CIVILIAN PERSONNEL OVERSEAS					
GRAND TOTAL	**39,409**	**183,127**	**23,787**	**23,757**	**58,396**

	COUNTRY LIFE IN BRITISH COLUMBIA*	GRAINEWS	LA TERRE DE CHEZ NOUS	LE BULLETIN DES AGRICULTEURS	ONTARIO FARMER	THE WESTERN PRODUCER
NEWFOUNDLAND		4	1	2	6	10
NOVA SCOTIA		43	3	2	105	113
PRINCE EDWARD ISLAND		36	2		203	42
NEW BRUNSWICK		34	277	1,334	108	109
QUEBEC		94	43,756	62,496	903	169
ONTARIO		972	552	1,783	36,101	2,265
MANITOBA		11,902	20	8	39	13,985
SASKATCHEWAN		27,615	6	3	28	71,857
ALBERTA		20,970	16	17	50	35,301
BRITISH COLUMBIA		1,562	6	3	13	11,530
NORTHWEST TERRITORIES		10	2	2		72
YUKON TERRITORY		15				107
MISCELLANEOUS						
UNCLASSIFIED				1		
TOTAL CANADA		**63,257**	**44,641**	**65,651**	**37,556**	**135,561**
BRITISH COMMONWEALTH						21
UNITED STATES		621	12	7	134	107
FOREIGN		175	58	30	22	22
UNCLASSIFIED						
MILITARY OR CIVILIAN PERSONNEL OVERSEAS						
GRAND TOTAL		**64,053**	**44,711**	**65,688**	**37,712**	**135,711**

*Publisher's Statement Not Filed By Press Time.

Audit Bureau
of Circulations

Religious Publications
United States & Canada

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	AVERAGES FOR 6 MONTHS ENDED 6/30/89 SUBSCRIPTIONS	AVERAGES FOR 6 MONTHS ENDED 6/30/89 SINGLE COPY SALES	AVERAGES FOR 6 MONTHS ENDED 6/30/89 TOTAL PAID	AVERAGES FOR 6 MOS. ENDED 6/30/88 TOTAL PAID	% OF INCREASE OR DECREASE
U.S.					
CATHOLIC NEW YORK	127,840	2,965	130,805#	130,903	-0.1
JEWISH EXPONENT	51,460	10	51,470	51,271	+0.4
THE JEWISH WEEK	92,475	892	93,367	86,003	+8.6
THE LONG ISLAND CATHOLIC	133,154		133,154#	134,035	-0.7
THE METROWEST JEWISH NEWS	22,598		22,598	23,362	-3.3
NORTHWEST INDIANA CATHOLIC	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE TABLET	76,639	21,280	97,919#	97,618	+0.3

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A 3385-3.44 9/89

Audit Bureau of Circulations
900 North Meacham Road, Schaumburg, Illinois 60173-4968

September 8, 1989

SUPPLEMENT TO ABC PERIODICAL FAS-FAX

Circulation Averages for period ended June 30, 1989

This supplement provides circulation data on publications that filed their regular June 30, 1989 Publisher's Statements subsequent to preparations of FAS-FAX report.

Also, corrections to data shown in the original report have been included in the supplement. Figures underlined indicate corrections.

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/89			AVERAGES FOR SIX MONTHS ENDED 6/30/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
U.S.											
THE AOPA PILOT	6	2.00	281,360		281,360	266,888		266,888	+5.4		+5.4
AMERICAN FILM	5	2.50	79,402	15,958	95,360	119,156	11,407	130,563	-33.4	+39.9	-27.0
THE AMERICAN SPECTATOR	6	2.50	35,818	1,899	37,717	30,001	1,756	31,757	+19.4	+8.1	+18.8
AUTOWEEK	26	1.95	249,651	3,981	253,632	211,080	4,195	215,275	+18.3	-5.1	+17.8
BUENHOGAR	13	2.95	7,286	9,769	17,055	7,200	7,703	14,903	+1.2	+26.8	+14.4
BUSINESS FORMS, LABELS & SYSTEMS	12	7.50	6,742		6,742	6,258		6,258	+7.7		+7.7
CALIFORNIA JOURNAL	6	3.50	14,735	843	15,578	17,305	1,088	18,393	-14.9	-22.5	-15.3
CATS MAGAZINE	6	2.50	140,329	3,229	143,558	145,068	3,128	148,196	-3.3	+3.2	-3.1
COLONIAL HOMES	3	3.00	397,081	204,333	601,414	409,657	191,067	600,724	-3.1	+6.9	+0.1
COLORADO HOMES & LIFESTYLES	3	2.50	12,331	4,476	16,807	9,581	5,264	14,845	+28.7	-15.0	+13.2
COSMOPOLITAN EN ESPANOL	6	2.50	10,422	22,183	32,605	7,569	21,704	29,273	+37.7	+2.2	+11.4
DOG WORLD	12	3.50	33,136	30,185	63,321	35,684	31,556	67,240	-7.1	-4.3	-5.8
DUCKS UNLIMITED	3	1.50	667,956		667,956						
EDUCATION WEEK	24	2.50	49,150		49,150	42,240		42,240	+16.4		+16.4
ELLE	6	3.00	303,873	523,083	826,956	292,825	534,459	827,284	+3.8	-2.1	+0.0
EUROPE MAGAZINE	5	1.95	11,467	570	12,037	8,925	626	9,551	+28.5	-8.9	+26.0
FINANCIAL WORLD	13	3.00	396,147	4,076	400,223	275,671	4,405	280,076	+43.7	-7.5	+42.9
FINE TUNING	6		57,665		57,665	56,802		56,802	+1.5		+1.5
FISHING WORLD	3	2.50	345,871	14,128	359,999	315,996	15,822	331,818	+9.5	-10.7	+8.5
FLORIDA HOME & GARDEN	6	3.00	47,489	8,132	55,621	23,838	3,868	27,706	+99.2	+110.2	+100.8
FUR-FISH-GAME	6	1.50	120,900	29,482	150,382	122,027	28,977	151,004	-0.9	+1.7	-0.4
'GBH/THE MEMBERS' MAGAZINE	6		175,225		175,225	152,128		152,128	+15.2		+15.2
GEOMUNDO	6	3.00	6,748	3,329	10,077	4,269	3,554	7,823	+58.1	-6.3	+28.8

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/89			AVERAGES FOR SIX MONTHS ENDED 6/30/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
GUITAR FOR THE PRACTICING MUSICIAN	6	3.50	52,333	110,237	162,570	45,562	94,680	140,242	+14.9	+16.4	+15.9
HARPER'S BAZAAR EN ESPANOL	3	2.95	1,936	2,893	4,829	434	3,053	3,487	+346.1	-5.2	+38.5
HOMBRE DE MUNDO	6	2.50	2,369	2,106	4,475	1,799	2,360	4,159	+31.7	-10.8	+7.6
HOME & AWAY	3	1.00	1,775,649		1,775,649	1,719,690		1,719,690	+3.3		+3.3
HORSEMAN	6	2.50	124,973	2,211	127,184	138,730	11,248	149,978	-9.9	-80.3	-15.2
IDEAS PARA SU HOGAR	6	2.50	4,324	1,955	6,279	2,312	1,821	4,133	+87.0	+7.4	+51.9
JUNIOR LEAGUE REVIEW	1		179,905		179,905	180,518		180,518	-0.3		-0.3
JUNIOR SCHOLASTIC	10	1.25	716,358		716,358	696,614		696,614	+2.8		+2.8
KENTUCKY LIVING	6	2.00	341,824		341,824	332,551		332,551	+2.8		+2.8
LEARNING 89	5	2.50	296,253		296,253	270,788		270,788	+9.4		+9.4
M, THE CIVILIZED MAN	6	3.00	124,431	41,985	166,416	91,600	37,701	129,3010	+35.8	+11.4	+28.7
MECANICA POPULAR	6	2.50	3,267	1,687	4,954	2,180	1,621	3,801	+49.9	+4.1	+30.3
MODERN MATURITY	3		20,326,933		20,326,933	17,924,783		17,924,783	+13.4		+13.4
MOTORLAND	3	.50	1,835,576		1,835,576	1,784,497		1,784,497	+2.9		+2.9
MUSICIAN	6	2.95	39,288	54,020	93,308	45,925	59,160	105,085	-14.5	-8.7	-11.2
THE NATION	25	1.75	83,398	2,329	85,727						
THE OLD HOUSE JOURNAL	3	3.95	103,848	14,636	118,484	107,386	11,543	118,929	-3.3	+26.8	-0.4
OPEN WHEEL	6	3.50	28,340	22,637	50,977	24,487	26,502	50,9890	+15.7	-14.6	+0.0
THE PENNSYLVANIA SPORTSMAN	4	2.50	51,735	8,041	59,776	44,541	7,685	52,226	+16.2	+4.6	+14.5
PILOTING CAREERS	6	5.00	16,746		16,746	15,182		15,182	+10.3		+10.3
RHODE ISLAND MONTHLY	6	1.95	19,818	3,323	23,141						
THE ROBB REPORT	6	6.00	16,652	24,664	41,316						
ST. LOUIS MAGAZINE, INC.	6	1.95	22,818	6,729	29,547	20,407	4,670	25,077	+11.8	+44.1	+17.8
SCHOLASTIC HIGH SCHOOL NETWORK	14	1.25	2,145,845		2,145,845	2,148,850		2,148,850	-0.1		-0.1
SCHOLASTIC MAGAZINES	14	1.25	2,862,203		2,862,203	2,845,464		2,845,464	+0.6		+0.6

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/89			AVERAGES FOR SIX MONTHS ENDED 6/30/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
THE SCIENCES	3	3.00	58,933	14,697	73,630	61,969	17,668	79,637	-4.9	-16.8	-7.5
SIERRA	3	2.50	391,371	8,180	399,551	345,641	6,901	352,542	+13.2	+18.5	+13.3
SOAP OPERA DIGEST	13	1.95	311,510	894,499	1,206,009	302,819	756,703	1,059,522	+2.9	+18.2	+13.8
SOUTH FLORIDA	6	2.50	23,788	4,240	28,028	28,356	4,135	32,491	-16.1	+2.5	-13.7
SOUTHERN HOMES	3	4.00	13,479	15,953	29,432	11,053	12,244	23,297	+21.9	+30.3	+26.3
SOUTHERN MAGAZINE	5	2.50	249,226	15,279	264,505	253,704	6,714	260,418	-1.8	+127.6	+1.6
SOUTHERN OUTDOORS	5	2.50	220,934	17,956	238,890	217,524	17,319	234,843	+1.6	+3.7	+1.7
SPANAMERICA MAGAZINE NETWORK			75,071	159,351	234,422	61,357	146,602	207,959	+22.4	+8.7	+12.7
SPANAMERICAN MEN'S GROUP	6		12,384	7,122	19,506	8,248	7,535	15,783	+50.1	-5.5	+23.6
SPANAMERICAN WOMEN'S GROUP			62,687	152,229	214,916	53,109	139,067	192,176	+18.0	+9.5	+11.8
SPECTRUM	6		282,198		282,198	272,102		272,102	+3.7		+3.7
SUPER STOCK AND DRAG ILLUSTRATED	6	2.95	17,698	31,131	48,829	16,585	28,996	45,581	+6.7	+7.4	+7.1
TEEN MACHINE	4	2.25		78,635	78,635		91,457	91,457		-14.0	-14.0
TRAVELER	3	4.50	759,230	115	759,345	810,338	391	810,729	-6.3	-70.6	-6.3
TRUCKIN'	6	2.75	25,306	126,939	152,245	19,953	104,627	124,580	+26.8	+21.3	+22.2
TU INTERNACIONAL	6	2.50	4,972	6,979	11,951	3,200	5,869	9,069	+55.4	+18.9	+31.8
TURTLE MAGAZINE FOR PRESCHOOL KIDS	4		467,965		467,965	487,888		487,888	-4.1		-4.1
T.V. Y NOVELAS	13	1.50	11,290	76,174	87,464	10,502	67,686	78,188	+7.5	+12.5	+11.9
VANIDADES CONTINENTAL	13	2.95	22,063	26,627	48,690	21,508	24,359	45,867	+2.6	+9.3	+6.2
VENTURE	6	3.00	392,058	10,383	402,441	439,055	18,176	457,231	-10.7	-42.9	-12.0
WORLD PRESS REVIEW	6	2.95	61,503	2,231	63,734	63,075	2,264	65,339	-2.5	-1.5	-2.5
WOW! MAGAZINE	4	2.25		92,959	92,959						

CANADA

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/89			AVERAGES FOR SIX MONTHS ENDED 6/30/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
ALBERTA/WESTERN REPORT	26	2.50	51,976	2,255	54,231	50,489	3,315	53,804	+2.9	-32.0	+0.8
CANADIAN LIVING'S FOOD MAGAZINE	3	3.50	52,144	50,500	102,644	40,623	79,156	119,779	+28.4	-36.2	-14.3
CROC	6	2.95	14,810	61,328	76,138	16,165	62,207	78,372	-8.4	-1.4	-2.9
SELECT HOMES	4	2.95	117,203	6,110	123,313	106,510	8,262	114,772	+10.0	-26.0	+7.4
SENTIER CHASSE-PECHE	5	3.25	56,960	21,988	78,968	54,199	22,912	77,111	+5.1	-4.0	+2.4
TV GUIDE	25	1.00	439,359	387,614	826,973	424,383	391,538	815,921	+3.5	-1.0	+1.4
TV HEBDO-TELEROMANS	2	2.75	1,311	55,779	57,090						
FOREIGN											
RITMO	14	1.50	394	5,649	6,043	384	6,872	7,256	+2.6	-17.8	-16.7
VEA	26	1.25	9,069	43,933	53,002	8,078	53,686	61,764	+12.3	-18.2	-14.2

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				12/31/88	6/30/88
U.S.					
AEROSOL AGE	2,148	4,619	6,767	6,659	6,576
THE AMERICAN JOURNAL OF CARDIOLOGY	21,409		21,409	20,803	26,487
THE AMERICAN JOURNAL OF MEDICINE	27,787		27,787	29,036	37,201
THE AMERICAN JOURNAL OF SURGERY	15,845		15,845	16,061	20,093
AMERICAN PAINT & COATINGS JOURNAL	4,899	736	5,635	5,320	5,419
THE AMERICAN SCHOOL BOARD JOURNAL	41,622		41,622	41,184	41,094
AQUACULTURE MAGAZINE	7,194		7,194	6,749	6,385
ARMY	149,837		149,837	152,766	154,776
BALTIMORE BUSINESS JOURNAL	8,045		8,045	7,566	7,408
BOSTON BUSINESS	7,570	29,297	36,867	43,015	45,842
BOXBOARD CONTAINERS	4,451	9,303	13,754	13,890	13,806
BROWARD REVIEW	3,465	358	3,823	4,223	4,242
BUSINESS JOURNAL OF NEW JERSEY	3,460	29,927	33,387	34,154	28,393
CHAIN STORE AGE EXECUTIVE	1,746	30,800	32,546	33,258	32,806
CHANNELS, THE BUSINESS OF COMMUNICATIONS	4,212	19,907	24,119	26,141	23,645
CHEMICAL ENGINEERING	52,061	19,028	71,089	69,144	68,975
CHEMICAL MARKETING REPORTER	16,636		16,636	15,975	15,506
CHEMICAL WEEK	35,717	11,281	46,998	47,533	47,715
CONSTRUCCION PAN-AMERICANA		11,999	11,999	11,961	
DALLAS BUSINESS JOURNAL	11,123	3,656	14,779	18,431	25,275
DIRECT MARKETING MAGAZINE	12,996	3,291	16,287	14,992	14,908
DRUG STORE NEWS	40,315	2,388	42,703	42,219	42,324
ELECTRICAL CONSTRUCTION & MAINTENANCE	10,892	90,513	101,405	101,394	101,437
ELECTRICAL WORLD	6,009	38,950	44,959	43,973	43,515

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				12/31/88	6/30/88
ELECTRONIC SERVICING & TECHNOLOGY	38,141		38,141	39,915	39,514
EXECUTIVE EDUCATOR	15,776		15,776	15,511	15,340
FANCY FOOD	2,641	22,178	24,819	25,745	27,042
FIRE COMMAND	29,175		29,175	30,053	30,654
FIRE ENGINEERING	39,486		39,486	38,483	38,346
FIRE JOURNAL	48,841		48,841	45,243	42,326
FRAMES	20,432		20,432	20,355	20,222
GEYER'S OFFICE DEALER	12,473	5,321	17,794	17,062	16,683
GIFTS & DECORATIVE ACCESSORIES	34,528		34,528	34,636	34,294
HARDWARE AGE	5,638	65,681	71,319	71,296	71,221
HFD-THE WEEKLY HOME FURNISHINGS NEWSPAPER	31,160	1,540	32,700	32,487	
INSURANCE SALES	27,407		27,407	28,040	27,312
THE JOURNAL OF ACCOUNTANCY	318,927		318,927	308,090	303,662
LOS ANGELES BUSINESS JOURNAL	14,299	35,083	49,382	51,030	50,645
MIAMI REVIEW	5,707	220	5,927	6,419	6,632
MOTOR	125,602		125,602	125,664	125,352
NATION'S RESTAURANT NEWS	86,037	8,870	94,907	94,329	93,061
NATIONAL HOME CENTER NEWS	3,110	48,253	51,363	52,116	49,669
THE NATIONAL LOCKSMITH	17,342		17,342	16,478	15,892
OIL AND GAS INVESTOR	4,489	578	5,067	5,235	5,164
PALM BEACH REVIEW	2,490	241	2,731	3,057	3,182
PERSONNEL JOURNAL	26,584		26,584	25,994	26,683
PLAYTHINGS	10,788	4,474	15,262	14,369	13,988
POWER	19,577	40,814	60,391	59,870	59,116
PRINT, AMERICA'S GRAPHIC DESIGN MAGAZINE	45,475		45,475	48,609	44,510

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				12/31/88	6/30/88
PROFESSIONAL BUILDER	5,222	139,776	144,998	140,890	141,515
PROGRESSIVE ARCHITECTURE	74,805		74,805	74,345	73,809
PUBLISHERS WEEKLY	36,319		36,319	36,517	36,255
RISK MANAGEMENT	9,886		9,886	10,236	10,157
RUBBER WORLD	3,872	6,339	10,211	10,233	10,169
THE SCHOOL ADMINISTRATOR	16,782	2,002	18,784	16,670	16,417
SCHOOL BUSINESS AFFAIRS	6,276		6,276	6,068	6,078
SEA POWER	62,512	6,099	68,611	65,035	62,219
SEED WORLD	2,851	3,415	6,266	7,293	6,923
SHIPPING DIGEST	4,924		4,924	4,908	4,893
SIGNS OF THE TIMES	16,764	1,478	18,242	18,386	17,884
TRAFFIC WORLD	9,952		9,952	10,004	10,027
UNDERWRITERS' REPORT	6,299		6,299	6,343	6,094
WJR (WASHINGTON JOURNALISM REVIEW)	15,891	12,276	28,167	26,307	28,174
THE WATERWAYS JOURNAL	5,354		5,354	5,848	5,986
WELDING JOURNAL	35,025		35,025	34,190	33,224
REFERENCE PERIODICALS					
THE POCKET LIST OF RAILROAD OFFICIALS	10,991		10,991	11,341	12,154

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				12/31/88	6/30/88
U.S.					
IDAHO FARMER-STOCKMAN	14,107		14,107	14,312	14,584
CANADA					
COUNTRY LIFE IN BRITISH COLUMBIA	8,898		8,898	9,126	9,450
ONTARIO FARMER	36,937	93	37,030	37,317	

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	AGWEEK
MAINE	1
NEW HAMPSHIRE	
VERMONT	
MASSACHUSETTS	3
RHODE ISLAND	
CONNECTICUT	1
NEW ENGLAND	5
NEW YORK	18
NEW JERSEY	8
PENNSYLVANIA	7
MIDDLE ATLANTIC	33
OHIO	7
INDIANA	6
ILLINOIS	28
MICHIGAN	12
WISCONSIN	33
EAST NO. CENTRAL	86
MINNESOTA	8,309
IOWA	41
MISSOURI	17
NORTH DAKOTA	10,859
SOUTH DAKOTA	2,771
NEBRASKA	21
KANSAS	16
WEST NO. CENTRAL	22,034
DELAWARE	6
MARYLAND	4
DISTRICT OF COLUMBIA	16
VIRGINIA	9
WEST VIRGINIA	1
NORTH CAROLINA	4
SOUTH CAROLINA	
GEORGIA	6
FLORIDA	5
SOUTH ATLANTIC	51
KENTUCKY	
TENNESSEE	2
ALABAMA	
MISSISSIPPI	
EAST SO. CENTRAL	2
ARKANSAS	6
LOUISIANA	
OKLAHOMA	3
TEXAS	15
WEST SO. CENTRAL	24
MONTANA	2,679
IDAHO	1
WYOMING	21
COLORADO	15
NEW MEXICO	2
ARIZONA	25
UTAH	2
NEVADA	
MOUNTAIN	2,745
ALASKA	7
WASHINGTON	14
OREGON	7
CALIFORNIA	35
HAWAII	
PACIFIC	63
MISCELLANEOUS	
UNCLASSIFIED	
UNITED STATES	25,043
POSSESSIONS & OTHER AREAS	
U. S. & POSSESSIONS, ETC.	25,043
CANADA	254
FOREIGN	1
UNCLASSIFIED	
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	
GRAND TOTAL	25,298

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	COUNTRY LIFE IN BRITISH COLUMBIA	ONTARIO FARMER
NEWFOUNDLAND		6
NOVA SCOTIA	4	105
PRINCE EDWARD ISLAND		203
NEW BRUNSWICK		108
QUEBEC	8	903
ONTARIO	46	35,552
MANITOBA	20	39
SASKATCHEWAN	25	28
ALBERTA	49	50
BRITISH COLUMBIA	8,615	13
NORTHWEST TERRITORIES		
YUKON TERRITORY		
MISCELLANEOUS		
UNCLASSIFIED		
TOTAL CANADA	**8,767**	**37,007**
BRITISH COMMONWEALTH	1	
UNITED STATES	10	134
FOREIGN		22
UNCLASSIFIED		
MILITARY OR CIVILIAN PERSONNEL OVERSEAS		
GRAND TOTAL	**8,778**	**37,163**

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	AVERAGES FOR 6 MONTHS ENDED 6/30/89 SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR 6 MOS. ENDED 6/30/88 TOTAL PAID	% OF INCREASE OR DECREASE
U.S.					
NORTHWEST INDIANA CATHOLIC	34,735	20	34,755#		

# RELIGIOUS PUBLICATION USING THE CONGREGATION-WIDE SUBSCRIPTION PLAN